

THE  
**ROTARIAN**  
*The Magazine of Service*

BISHOP, W. W.  
ANN OXFORD RD.  
MICH. ARBOR.



**Is There Anything Wrong With Rotary?**

*By Arthur E. Hobbs*

NOVEMBER, 1925

25 CENTS

# As the ship plowed up Chesapeake Bay

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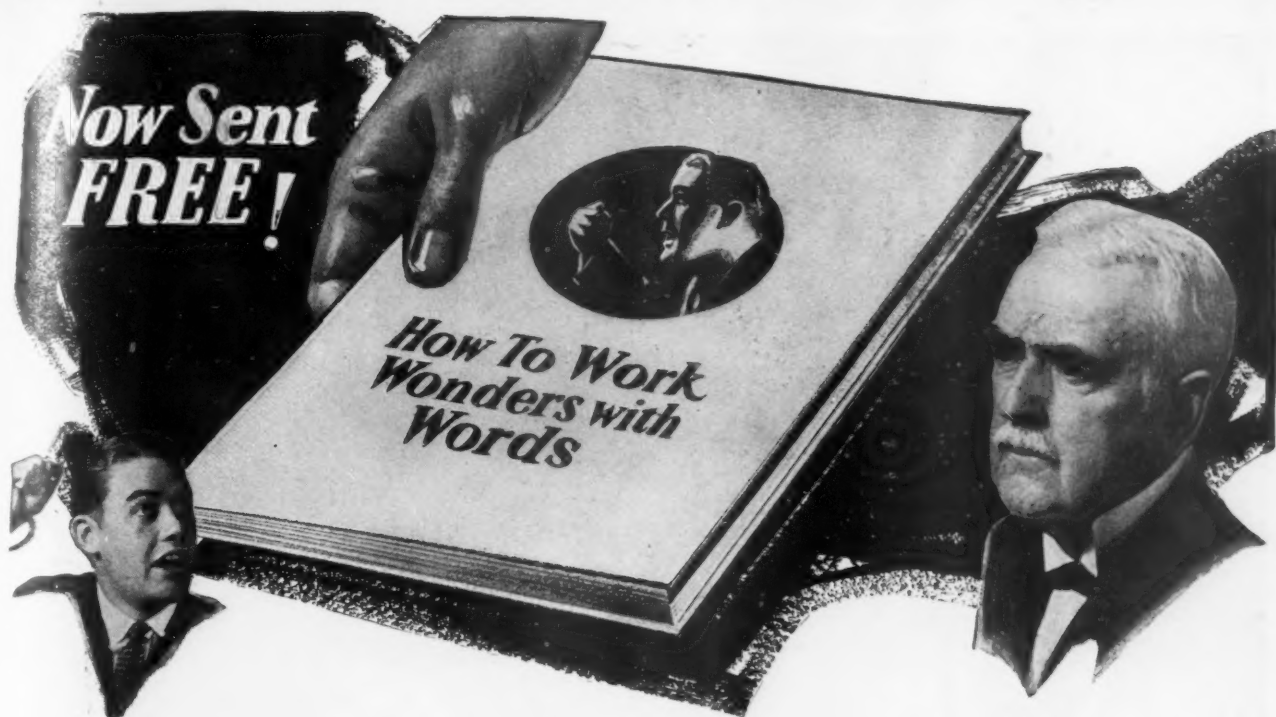
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Distance as they now use the local telephone. The rapid increase in long distance calls shows how many people are discovering that the telephone can serve them over states and over the nation as it formerly served them over counties.

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Cincinnati, Ohio: A. Q. Gordon, 28 Pickering Bldg.

THE ROTARIAN is published monthly by Rotary International and as its official magazine carries authoritative notices and articles in regard to the activities of Rotary International. In other respects responsibility is not assumed for the opinions expressed by authors.

Entered as second-class matter, December 30, 1918, at the Post Office at Chicago, Ill., under the Act of March 3, 1879. Terms of subscription: 25 cents the copy; \$1.50 the year in the U. S., Canada and other countries to which the minimum postal rate applies. \$2.00 in other countries.



# November

By Sherman Ripley

GRAY skies with threat of winter seem to frown;  
 The trees stand bare except the acorn king  
 Whose ruddy leaves to frosty branches cling.  
 The scarlet foliage now is bronzed and brown;  
 The faded grass and flowers, battered down,  
 Sway with the wind that sets dead leaves a-wing,  
 And heaps them up in windrows where they sing  
 And rustle like the shifting, dusty gown  
 Of Summer's ghost. The ice-flakes on each rill  
 With hoar-frost pictures in mosaic reveal  
 Their crystalline design in multi-form.  
 The birds are gone; the woods are strangely still;  
 All nature seems to hold her breath and feel  
 The hush before the coming of the storm.





## *A Life to be Lived*

By C. H. E. BOARDMAN

ROTARY to the world outside speaks only in terms of service. It either does or does not perform an important function in the economy of this over-organized universe of ours.

Rotary has grown so rapidly and grown so far beyond the bounds of what its originators first contemplated, that it is now confronted with a new and serious problem or danger which is comprised of two elements:

First: Rotary's high standards and ideals have attracted and will attract those who, wittingly or otherwise, have no true conception of its fundamentals.

Second: Rotarians, because of these high ideals, are too apt to indulge themselves in a placid contentment without recognizing the fact that there is a clear distinction between belonging to a Rotary club and being a Rotarian.

Rotary is not a mere creed to be recited, though beautiful its rendition; nor merely a song to be sung, though sweet be the singing. Rotary is a life to be lived. Your individual responsibility to Rotary is to live Rotary. Rotary must justify its right to exist at all through the increased usefulness of Rotarians to society.

After all business is but the science of human service. Money is but an incident or means of conduct. Every business is in the nature of a public trust. Your right

to remain in Rotary depends upon the service you render to the community in which you live.

Service is always successful. The individual may not be, but the service is and there is the distinction. It may not be rewarded or even recognized, but its usefulness is none the less.

Service is eternal—its influences never cease. In ever-widening circles its vibration spreads beyond the horizon that borders the unknown seas. No one has ever been able to measure the ultimate force and effect of even the simplest act of courtesy to a chance passerby.

The cheery "Good morning," the warm handclasp, the word of praise, the scattering of sunshine along life's pathway not only costs nothing but by reaction only makes brighter the life of him who gives. He who freely gives receives in return more of the gladness and joy than the gloom he dispels.

Rotary is silently weaving golden strands in the cable of friendship that is to unite all the nations of the world. Behind the statecraft, the turmoil and tumult of clashing nations the spirit of service is the "still, small voice" in a war-weary world, seeking a material basis for brotherhood. It has as its goal the 100 years of peace when "man to man the whole world over shall brothers be."



# Is There Anything Wrong With Rotary?

By ARTHUR E. HOBBS

**T**HE HARVARD LAMPOON condescends to recognize us in this fashion:

A gentleman is dining at a well-known restaurant in Boston. After waiting long for his order, he succeeds in securing the attention of a waiter and exclaims peevishly—"How about a little service here?" The waiter replies, "What do you think this is, the Rotary Club?"

This article has to do with general conceptions of Rotary. Their degree of accuracy should be matters of concern for each of us. Certainly no apology need be offered for my title. I can assure you that innumerable people think something is wrong with Rotary.

Rotary has meant a great deal to me in many ways. I am convinced that Rotary has been of constructive value. It has splendid opportunities and searching responsibilities ahead of it.

I warn you, however, that what I have to say is quite different from our usual luncheon talks, highly complimentary to Rotary and to you as members. I believe most Rotarians are heartily tired of the sweet words of praise offered by many speakers. We are enrolled under the banners of Rotary, but we are not yet perfect angels. And it does us no good constantly to be assured that we are the hope of the world merely because we label ourselves Rotarians.

I have read an increasing accumulation of comments exactly the reverse of complimentary to Rotary. As members, we must either honestly satisfy ourselves that these remarks are not true, or that they are not as uncomplimentary as they seem. Otherwise we can hardly remain self-respecting members of the club.

A file of these statements has been kept. I shall quote from them without comment except to say that such things are fairly common to newspapers and magazines and in a general way, as a consequence, to the ideas of most people about Rotary.

Let me begin by reference to an article in the New York Times Book Review supplemented by Simeon Strunsky. He is talking about a book by Theodore Drieser. "Take the severest count in Drieser's indictment of America as a difficult place for an artist to produce good work. Take the popular explanation of Ku Kluxism, Rotarianism, Anti-Saloon, and censorities as only the

outburst of repressed sex instincts." Please note the movements with which Drieser associates Rotary and the interesting idea that you are active Rotarians to the degree that your sex instincts have been inhibited.

In the same publication in August, 1924, Strunsky is dealing with a book about some of the myths with which the head of the average person is filled. He cites as examples certain myths about German atrocities prevalent during the war, and also myths as to the viciousness of Wall Street. The Wall Street myth, he says, is by way of exploding. In his last paragraph appears:

We look forward to a critical analysis of the Babbitt-moron-boob-yokel-Rotary myth brought into being by Mr. Mencken and recklessly employed by people who do not in the least share Mr. Mencken's anti-democratic faith.

We are in good company there! Let us take a look at what Mr. Mencken has to say for Rotary. He is editor-in-chief of the magazine *American Mercury*. In one issue, June, 1924 (and I have reason to believe that his is typical), we find the following comments. Keep in mind that Mencken has no use for President Coolidge. He is reviewing Coolidge's book "The Price of Freedom" and at one point says this:

President Coolidge's ideas in all fields of human inquiry are precisely the ideas of a Kiwanis secretary, or an editorial writer on a country newspaper. [In his book] the whole repertory of Rotary Club ideas is rehearsed and exhausted.

I CAN assure you that this was written as a slur upon Coolidge's mentality. A few pages away, in reviewing a book on journalism, he rakes the author over the coals, and as a subtle jibe reports sneeringly that he is a member of the Manhattan, Kansas, Rotary Club. Mencken has a section in his magazine called "Americana," which he uses to display certain banal and incongruous items picked up from the local newspapers of each state in the Union. Anything that appears under this heading is marked for scorn. In the same June issue this appears representing Minnesota in the list of terrible "Americana." The mere fact of its inclusion, to say nothing of the choice of words, is significant.

The spread of the idea of service to the lumber barons is revealed by a harangue before the Northwestern Lumbermen's Association.

From Iowa:

The metaphysical basis of Rotary as expounded in an address before the Waterloo, Iowa, Rotarians by the Honorable Carl Weeks: "Rotary is not the right of a Rotarian; it is the privilege. Men elected as presidents of Rotary are put there to think. Rotary is a manifestation of the Divine."

In a later issue this is reported from Pennsylvania:

From a report of an address by the Honorable Joseph A. Turner of Roanoke, Va., before the Philadelphia Rotary Club: "He quoted an English Rotarian as saying that Rotary was more than a luncheon club; it was a posture of the soul."

In the same June issue, Mencken writes about certain phases of novel writing, and comments as follows about a book by a certain Anderson, which I understand was widely read:

Anderson admits us to the soul of a Rotarian, who strips off his clothes and cavorts before his wife and daughter in the altogether.

The point of view regarding the souls of Rotarians is quite different in the two passages just quoted.

Mencken goes on to praise Sinclair Lewis, the author of "Babbitt," as follows:

Sinclair Lewis, I sometimes think, is the most intelligent of all American novelists, living or dead.

High praise indeed for the man who has more to do probably with spreading uncomplimentary ideas of Rotary than anyone else, unless it be Mencken himself. But before I renew your acquaintance with Babbitt let me refer to an article in *The Bookman* by the editor of the *Saturday Evening Post*, in which I have also noticed incidental but slurring references to Rotary. Lorimer says:

In "Babbitt," Mr. Lewis held up to ridicule one type of business man. But there are quite as many Babbitts among the critics, the writers, the lawyers, and the professors as there are among the Rotarians.

This is an interesting statement. Mr. Lewis is careful to show George Babbitt not as a member of Rotary, which is mentioned as having a club in the famous town of Zenith, but as a member of the International Boosters Club. But Lorimer of the *Post* and everybody else who read that most popular of best sellers knew that Lewis' fun at the expense of the Boosters was really to be applied to Rotary. Let me quote from "Babbitt": (Chapter 21)

The International Organization of Boosters' Clubs has become a world-force

for optimism, manly pleasantry, and [noted] good business. \* \* \*

As each of the four hundred Boosters entered, he took from a wall board a huge colored button announcing his name, his nickname, and his business. There was a fine of ten cents for calling a fellow-Booster by anything but his nickname at a luncheon, and as Babbitt jovially checked his hat the air was radiant with shouts of "Howdy Chet!" and "How're you, Shorty!" and "Pop o' the mornin', Mac!" \* \* \*

One of the merits of the Boosters' Club was that only two persons from each department of business were permitted to join, so that you at once encountered the ideals of other occupations, and realized the metaphysical oneness of all occupations—plumbing and portrait painting, medicine and the manufacture of chewing gum. \* \* \*

At each place was the Boosters' Club booklet, listing the members. Though the object of the club was good-fellowship, yet they never lost sight of the importance of doing a little more business. After each name was the member's occupation. There were scores of advertisements in the booklet, and on one page the admonition: "There's no rule that you have to trade with your fellow-Boosters, but get wise, boy—what's the use of letting all this good money get outside of our happy family?" And at each place, today, there was a present; a card printed in artistic red and black.

#### Service and Boosterism

Service finds its finest opportunity and development only in its broadest and deepest application and the consideration of its perpetual action upon reaction. I believe the highest type of Service, like the most progressive tenets of ethics, senses unceasingly and is motivated by active adherence and loyalty to that which is the essential principle of Boosterism—Good Citizenship in all its factors and aspects.

DAD PETERSEN.

Compliments of Dadbury Petersen Advertising Corp.

"Ads, not Fads, at Dad's."

The Boosters all read Mr. Petersen's aphorism and said they understood it perfectly.

Space prevents quoting Chum Fink's speech in support of a municipal orchestra. Read it and it will be clear why many esthetically minded people shudder at the service-club movement of which they feel this speech to be a characteristic expression.

In an article about the scientific progress of this age, scientist Vernon Kel-

logg writes in *World's Work*, speaking of a paragraph on a menu card in a train dining-car:

It was a New Year's greeting and message of that reassuring kind we so much like. It told us how successful we are now, and made happy augury for the future. It was soundly Rotarian. It was excellent for the digestion.

Perhaps there were some who thought this was sincere praise of Rotary.

Here is a clipping from some newspaper. I have forgotten its name and date:

Harding's ideas of religion may be judged by the fact that he believed the greatest play produced in many years to be "The Passing of the Third Floor Back." His faith was that of the Rotarian and the Elk.

Do not suppose that this writer has in mind any very charming picture of a Rotarian. (Continued on page 50)



THE MISCHIEF-MAKER

*A story with the tang  
of the Northern Woods—*

# Barcarolle

By LESLIE GORDON BARNARD

*Illustrations by Roy Fisher*

THEY were to leave at dawn. That would get them there while the daylight lasted.

Faint streakings of dawn showed across the lake—this last lake of the series, wherein M'sieu had fished to his heart's content. Damase had seen to that. Damase was a good guide, and it was his pride that the secrets of the lakes were his. Who went with Damase, came back contented. Listen to M'sieu right now! Down by the water's edge he was, small pocket mirror tied up to a sapling, shaving—as if such things mattered in the wilds. And singing as he shaved, or in snatches between the deft strokes of the funny little “contraption” he called his safety razor! One could not see him for the rising mist, but one knew what he was at, and his voice awakened echoes on the lonely lake.

“Just a song at twilight,  
When the lights are low—”

Damase's lips curved a little, but there was a tremble in them, for after all he had scarcely come to man's estate. A man in the wilderness, in his knowledge of the wilds, but a boy in his emotions. Enough English at his command to speak quite well, and more than enough to understand that this was no song for the morning.

Twilight!

“Breakfast, M'sieu!” he called sullenly.

“Coming, Damase!”

M'sieu came presently out of the mist, feeling his chin with satisfaction. Blonde and pinkish and smooth, was M'sieu. And Damase with the bristle of days covering a leathery face. Tall and athletic and graceful was M'sieu. To see him stripped for a swim was to look upon creation at its best. When he swam, the waters seemed to open before him. Let him look well to his swimming! *He would need it!* Damase was insignificant beside him, and little of a swimmer for a man of the woods and wilds. Good enough in ordinary

waters, but not there, not there! Well, no need of that. A deftness of the hands would do. No, no, please the good God—not that!

*Stop him, God, stop him humming this song of his!* Yvette had liked to hear it. Yvette had raptly watched the face of M'sieu as he sang it for her—an old, old song he had told her, that they sang back in the towns and cities when folk grew—sentimental! M'sieu should have a song for the morning; when he sang of twilight at dawn, then, of course, it was of Yvette he was thinking.

“Better hurry, eh, Damase, if we are to get there with the daylight? You say if we once get through the rapids we can do the rest in the dusk?”

“Yes, M'sieu!”

“Good. I have a fancy, Damase, much as I like your wilds, to sleep tonight under

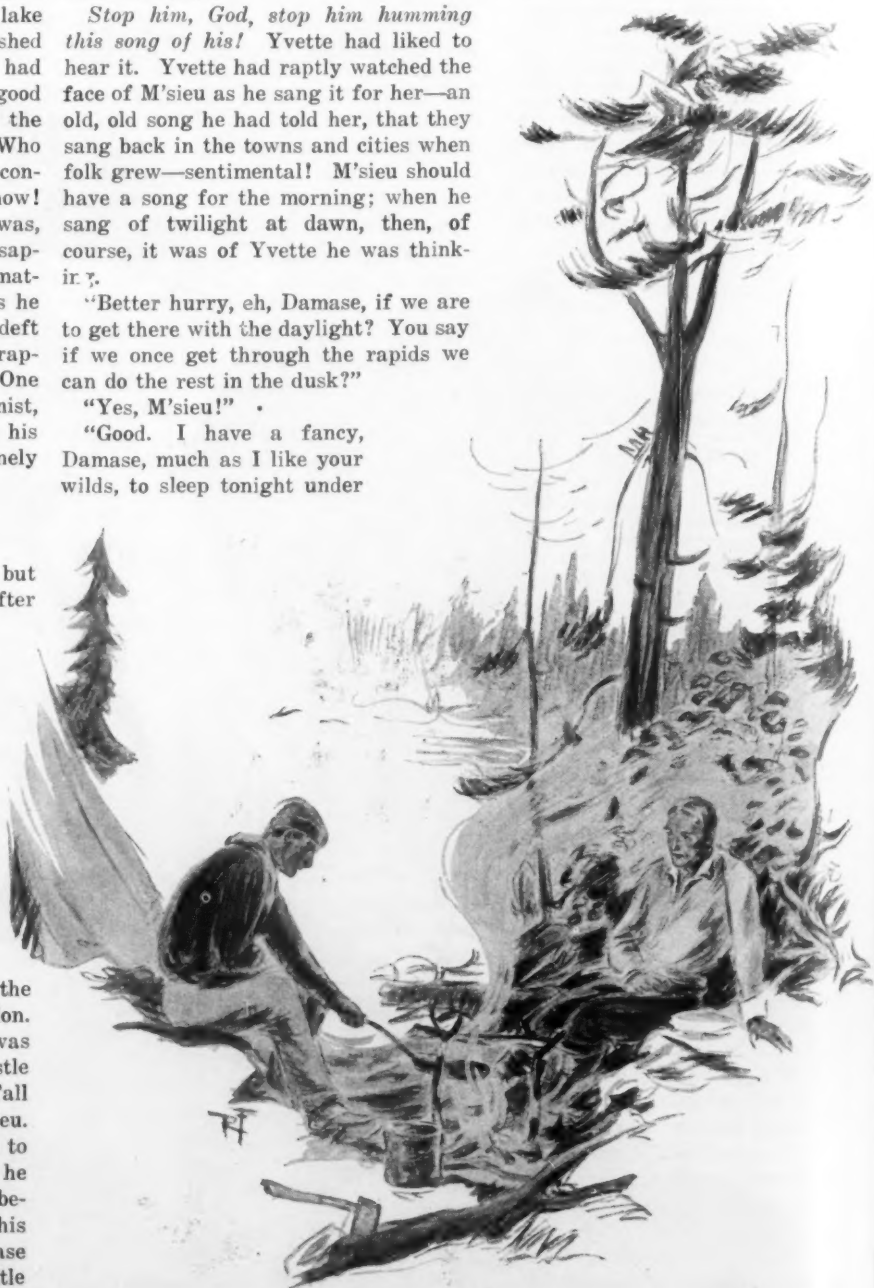
the roof of mine host, Duhamel. And there is Yvette to consider, eh, Damase; we must get back to see our Yvette!”

Damase bent over the sizzling pan of bacon. He set a tin plate before M'sieu; though without appetite, he took one himself. The utter stillness of dawn was upon them, but in the ears of Damase was a curious roaring, like the sound of many waters. . . .

## II.

The last lake of all; then the river—winding, varied—depths and shallows—smooth flowings and white water—after that—home!

M'sieu in the bow, the muscles under his sweater barely suggested. Damase in the stern, paddling with the precision and ease of an expert remembering a full day ahead. It pleased him to think



“The utter stillness of dawn was upon them, but in the ears of Damase was a curious roaring like the sound of many waters. . . .”



that M'sieu, for all his energy, would tire, would tire before evening. Wraiths of mist swirled about them. M'sieu trailed a hand overside.

"How warm the water is, Damase!" It would be cold where it flowed white! So cold it would cramp a swimmer quickly!

The wraiths of mist danced away; water, aside by the finger of the sun, poking its way through the cloudy east. The sun shone brightly. M'sieu discolored his sweater, and bent to his paddle. The muscles leaped and played in suppleness under the light singlet, and where the skin showed bare and bronze. Aye, but they would tire—they would

tire by evening! Not too much haste, Damase, take *your* time, conserve your strength! The hills lifted themselves now from the shores of the lake, and were mirrored in its still depths. Damase's hills—he felt them to be so. As quite a child he had come and seen them—alone—and known them to be his, God's gift to him, uplifting, strengthening in some way he knew not of, speaking to him. Later he had known. There had come a man seeking a guide—a man quite different. He like others had lodged with Joseph Duhamel, and Duhamel, who knew of towns and churches, and such like, had wrinkled his brow and shaken his head

at his own liberality of thought, but said, with a confirmatory oath, "Well, he is not of Mother Church, and doubtless the fires of purgatory will find much dross and heresy in him, but, by Saint Joseph himself, he is a good man!" This man Damase had guided by these ways, and by these hills, and he had shared Damase's reverence, and taught him this, in stumbling English as it was repeated by the lad, stumbly following the rich full tones from the man himself:

"Unto the hills around do I lift up  
My longing eyes,  
Oh whence for me shall my salvation  
come,  
From whence arise?"

Nor had it needed explanation to Damase that not in the hills was the strength but in Him who made them.

Even today the sweep of them, green where the sun lay full upon them, blue where the shadow was, caught at his heart, and made his eyes fill with boyish tears. And Damase lifted his head, and was strong. . . .

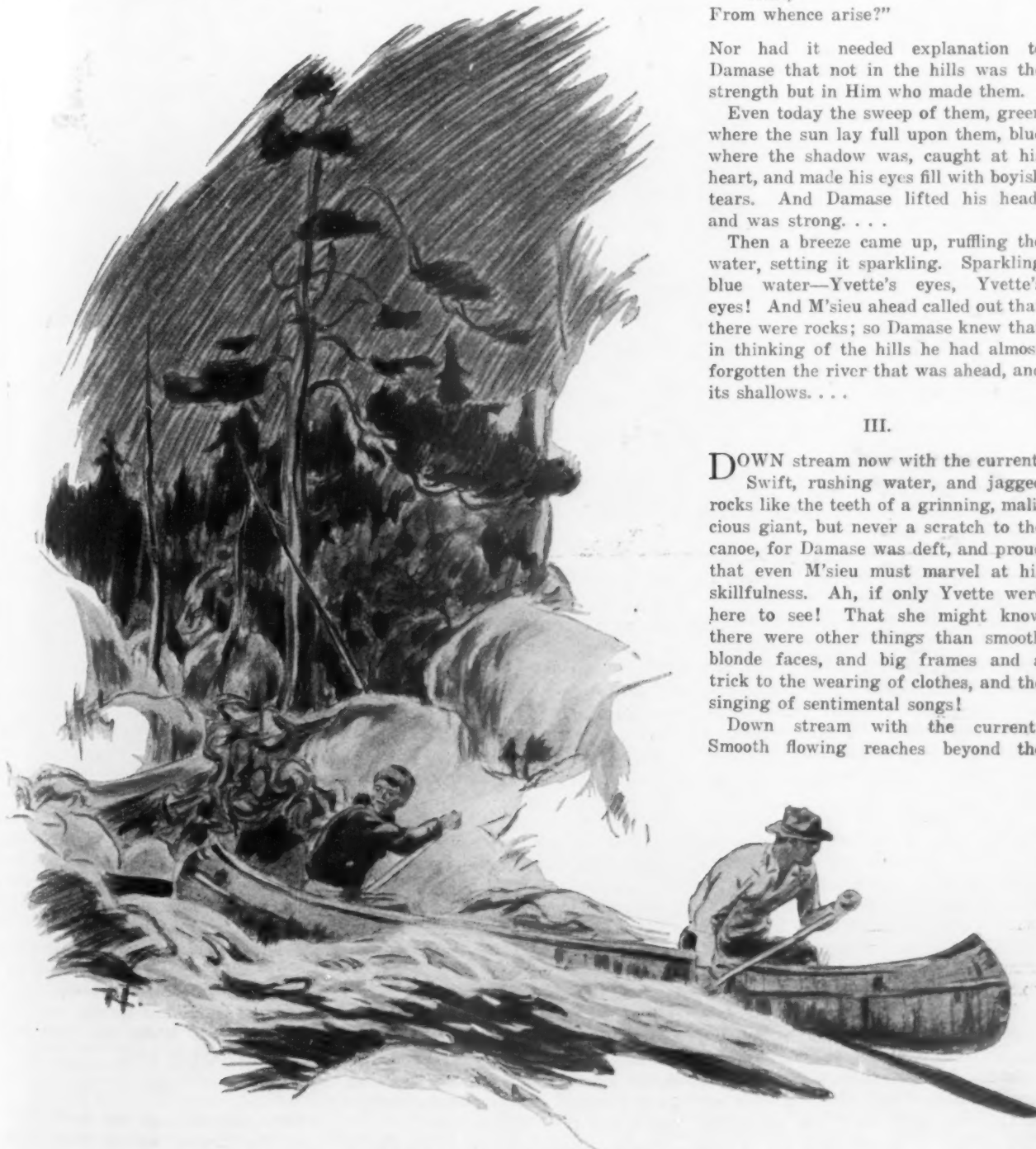
Then a breeze came up, ruffling the water, setting it sparkling. Sparkling blue water—Yvette's eyes, Yvette's eyes! And M'sieu ahead called out that there were rocks; so Damase knew that in thinking of the hills he had almost forgotten the river that was ahead, and its shallows. . . .

### III.

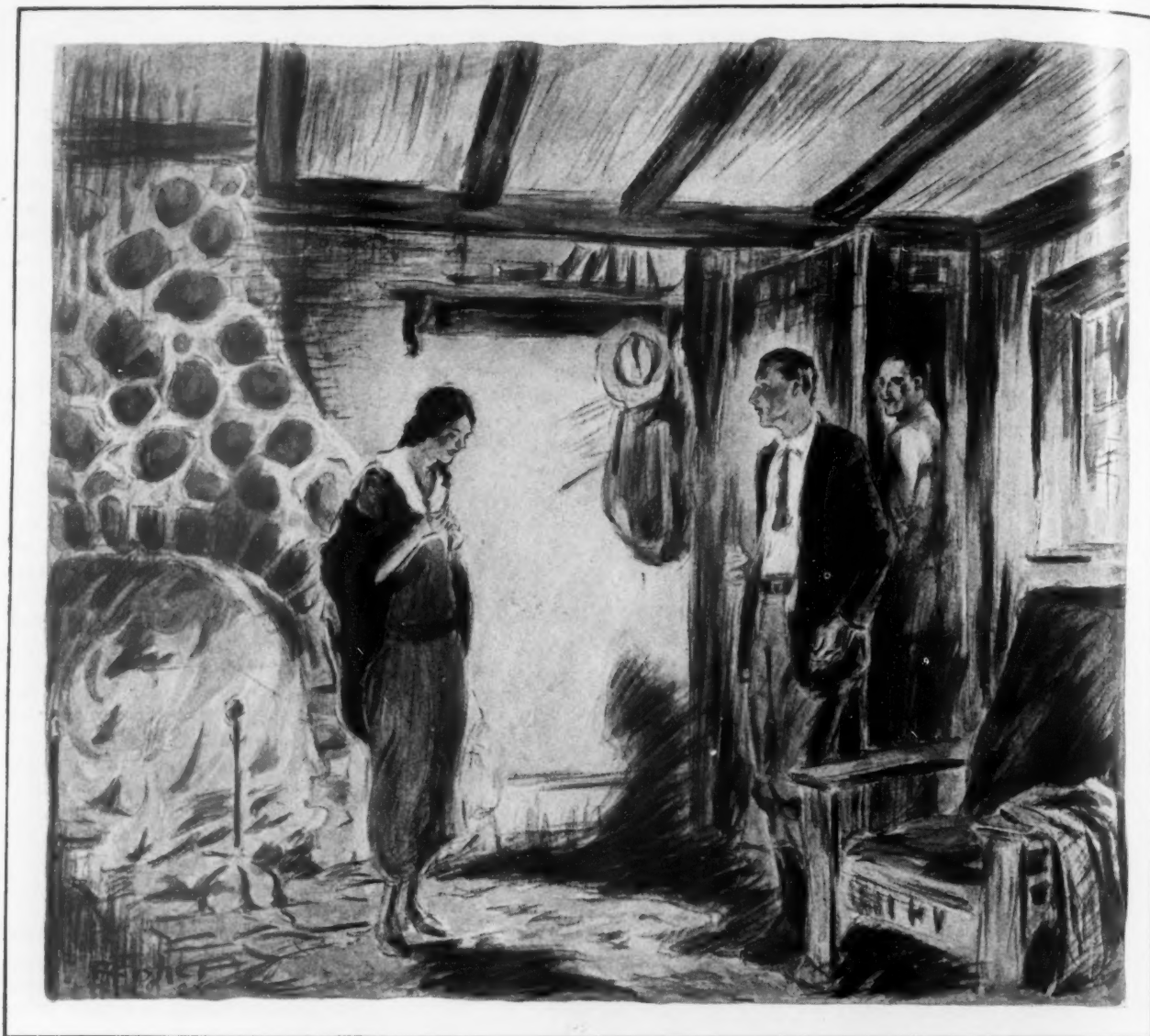
DOWN stream now with the current.

Swift, rushing water, and jagged rocks like the teeth of a grinning, malicious giant, but never a scratch to the canoe, for Damase was deft, and proud that even M'sieu must marvel at his skillfulness. Ah, if only Yvette were here to see! That she might know there were other things than smooth blonde faces, and big frames and a trick to the wearing of clothes, and the singing of sentimental songs!

Down stream with the current!  
Smooth flowing reaches beyond the



"Damase! Damase! A ledge of rock was ahead. Whew! That was close!"



"Good Lord, if you don't believe me, look at the girl yourself!"

white water, now shallow, so that M'sieu's unskillful blade scraped on the sandy bottom, stirring the grains like gold and startling the minnows into darting frenzy; now deep and placid, and, underneath the overhanging branches here and there, tender, liquid pools, like Yvette's eyes when something softened them.

Down stream with the current! Broad marshy flats, where rushes grew, and at times the canoe bottom skimmed with a gentle, pleasing swish over green bending grasses, and tadpoles scuttled to safety, and lazy frogs were startled to activity, leaving their slumbers on broad-leaved rafts to "plop" into the water.

The heat here was intense. Presently the rushes grew more rankly, and the marsh became a maze of a dozen water routes. Damase knew them all, aye, trust him for that! One could not see ahead, what with the twists and turns, the island of green, the hot placid reaches of blue, faded blue, no longer

clear and sparkling. The hot haze of noon lay over the baking marshland.

M'sieu was wet with perspiration. He stopped every now and again to wipe his brow, and rest his paddle.

"M'sieu is not tired already!"

Sly Damase! His voice held just the right inflection. The man in the bow returned to work. His muscles no longer leaped beneath the bronzed skin of the shoulders; they laboured.

"Are we not taking a long time to get through the marsh? I don't remember it being this long coming."

"Perhaps the heat makes it seem longer, M'sieu!"

But Damase was not hot. Or if he was he did not notice it. There was a chill at his heart that even the fever in his veins could not overcome. For Damase knew these ways, and had chosen a long route, winding, twisting, wasting time. Even now they would scarcely be there till twilight.

"Hullo! Hullo! Where're you taking us, Damase?"

Almost aground on an island of rushes! What happened? The deft Damase at fault in his steering? Well, who should steer aright when suddenly the sunlight is darkened into twilight, and the roaring in one's ears is like the sound of many waters, and one sees beyond the white waters the placid marshy sweep again—like this, but greater—where a body might long lie, undiscovered, floating whitely among the rushes with its sightless eyes and white face upturned in the moonlight?

No, no, he did not really mean it! He was playing with the idea like he would play a mighty fish, was Damase, and he would not let his line be run away with. There is a thrill to the sport, and in the end he will win. He will win! For M'sieu has been very quiet, and that is well.

#### IV.

They were through the marsh now; and into flowing water, where trees  
(Continued on page 38)

# Football: Yesterday and Today

By WALTER ECKERSALL

WHEN former President Woodrow Wilson helped to coach the Princeton football teams of the early eighties, and when former President Theodore Roosevelt saved the great intercollegiate game following the season of 1905 by calling to Washington leading gridiron authorities to warn them that it must be made less dangerous else he would take steps to have it abolished, little did they think their actions would lead to the development of a game which now commands such country-wide attention.

These two great American statesmen, however, appreciated the benefits to be derived from man-to-man contact. Their own experiences had taught them that the American youth with red blood running through his veins courted a sport in which there was an element of danger. These two men, whose names will live forever in American history, knew that the growing youth must have an outlet for his pent-up enthusiasm and they were

broad enough to see that football afforded a means of not only developing stalwart men, but courageous and loyal citizens as well.

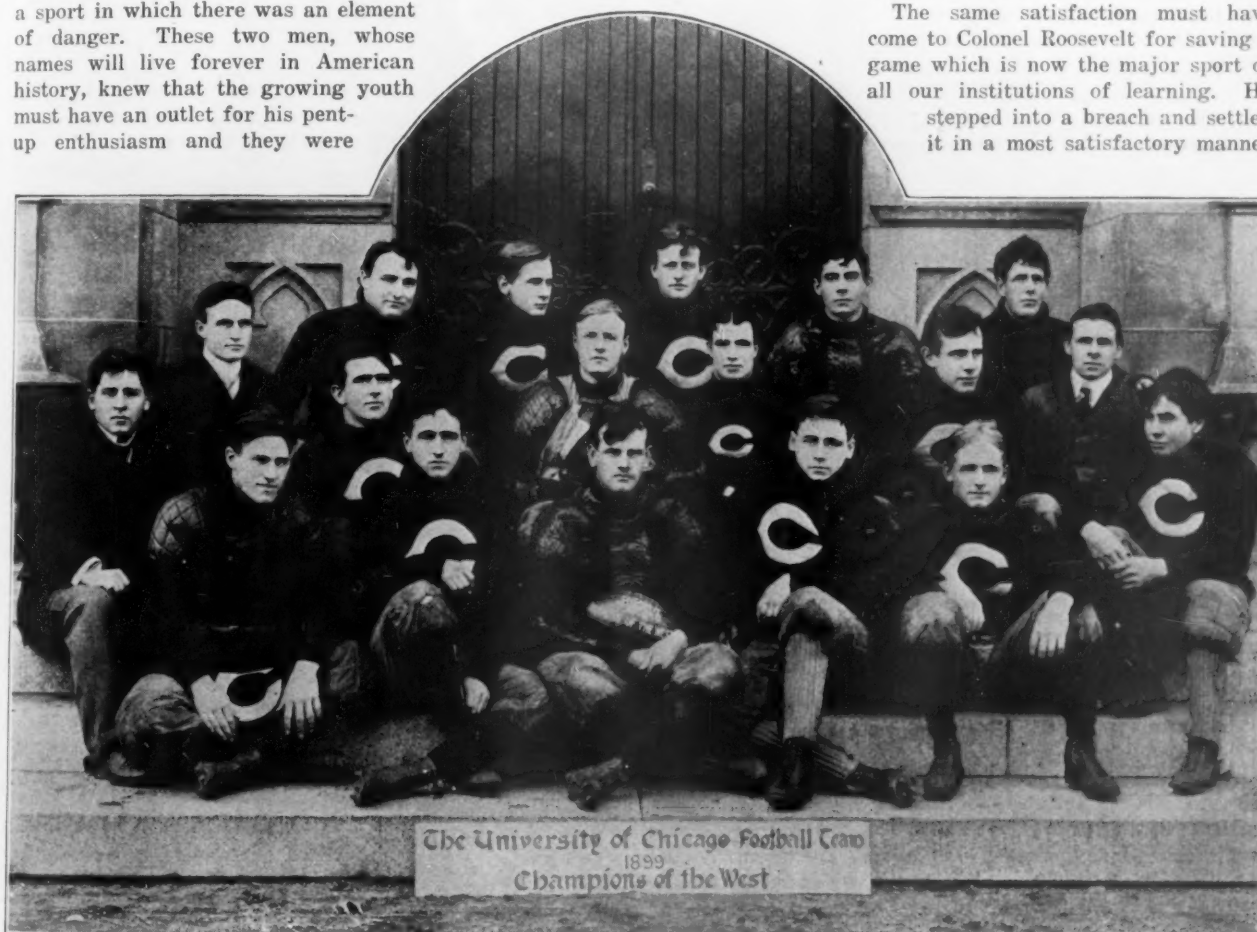
Nor was the fact overlooked by these men that football taught discipline, self-sacrifice, and the utmost devotion to a common cause, a characteristic, for example, of the American soldier in the world war.

These men also knew that football created confidence in one's ability to do the right thing at the proper time. In other words, former Presidents Wilson and Roosevelt knew their acts would result in the upbuilding of the American youth into a virile citizenship which would do itself proud when the occasion demanded. And such was the case.

When the young man, Wilson, followed those Princeton elevens of the early eighties up and down the field to perfect team play and to tell the players how to carry the ball or leave their feet in the interference, it is probable this wonderful statesman did not realize that football was destined to take its place alongside of baseball as a national spectacle.

It is true Mr. Wilson later in life did see some great crowds at leading football struggles and it must have been a source of sincere satisfaction to look back upon the days when he saw Princeton play before a handful of spectators and to compare those days with those of his official life when he attended the important games played in the east before thousands of highly excited persons.

The same satisfaction must have come to Colonel Roosevelt for saving a game which is now the major sport of all our institutions of learning. He stepped into a breach and settled it in a most satisfactory manner



This is the famous University of Chicago football team which won the Western Conference Championship in 1899 by defeating Wisconsin in a post-season game, 17 to 0. A. A. Stagg, who has coached thirty-four football teams for the University of Chicago in as many seasons, is the first man (left) in the second row. Walter Kennedy (with the ball) was the captain, playing quarterback, and Clarence Herschberger, the first western man to make Walter Camp's "All American Team" (selected in 1898) is at the extreme right of the second row. Another player on this team who was afterward to become prominent in football is James ("Jimmie") Sheldon, later head football coach at the University of Indiana. He is in the first row, the fifth player from the left. Football styles have changed in the last generation as shown by this picture. No longer are the cumbersome, sewed-on shoulder pads worn, having given way to the pads strapped to the shoulders below the jerseys. Plays in which the man with the ball could be pushed or pulled had not yet become "outlawed" and the forward pass had not come into popularity.





Photo: Underwood &amp; Underwood.

Above—The late Walter Camp—father of intercollegiate football and foremost American authority on sports. The picture was taken while he was witnessing the game between Chicago and Princeton, at Chicago, in 1922. At Right — How the "radio fans" get the story of a football game. Station WEA, New York, broadcasting a Yale-Harvard game from the Yale Bowl.



Photo: Underwood &amp; Underwood.

with the result that football is now on a stable basis and with the proper guidance will continue to grow and become more and more an important phase of college life.

Intercollegiate football both in America and England dates back to 1869 when Princeton and Rutgers played a game under an original set of rules. It was not until 1873 that Princeton, Rutgers, and Yale drew up a code and under it the first Yale-versus-Princeton game was played. In 1875 representatives of Harvard and Yale drew up a code of rules and played their first game in that year. In 1876, however, delegates from Harvard, Yale, Princeton, and Columbia formulated what is now, with the many changes introduced, our intercollegiate code.

In those early days of football there were no paid coaches. It was an unwritten rule that the captain of last year's team would report to act as head mentor the following season. Loyal alumni with football experience would also come out to lend a helping hand as did former President Wilson in the late eighties.

It was necessary to gain five yards

in three downs by almost any sort of methods. The player with the ball could be pushed or pulled, while revolving masses on tackle were among the best of the time. The flying wedge introduced by Harvard and used effectively against Yale in 1894 was another ground-gaining formation. Then there was the guards-back formation made famous by Pennsylvania which boasted of two great players in Wharton and Woodruff. The backward and lateral passes were then used to some extent by players when about to be tackled.

The ball originally was rolled back from center to the quarter, but this was finally changed to the quick snap to the quarter because the ball in those days had to pass through three sets of hands before a formation was legal.

Then came the starting signal and Harvard was among the first to use it when Charley Daly was captain and quarterback.

During the nineties special stress was laid upon the development of punters and drop kickers. Hirschberger of Chicago, McBride and Butterworth of Yale, Brooke and Mind of Pennsylvania, Hildebrand of Princeton and Pat O'Dea of Wisconsin were among the leaders of those years in both the arts of punting and of drop kicking.

Unlike the present style of defense, nine players were used on the line of scrimmage. The defensive halfbacks were entrusted with the responsibility of smashing the interference and the ends had to do the tackling. One player backed up the line in the defensive quarterback position and another played deep defensively. Such were the conditions of the great game until 1905, when the reform movement all but wiped football off the athletic calendar.

Previous to 1905, the game produced some wonderful players, warriors whose names will always be mentioned when the great intercollegiate sport is discussed. In 1889 when the late Walter Camp selected his first All-American team, such men as Stagg of Chicago, who played at Yale, Heffelfinger, also of Yale, Poe and Ames of Princeton



Major John L. Griffith, a Chicago Rotarian, Commissioner of Athletics of the Western Conference and Vice-President of the National Amateur Athletic Federation.

and Cumnock of Harvard were given some of the honorary positions. Then came Frank Hinkey of Yale, still regarded as one of the greatest ends who ever played the game, Phil King of Princeton, who afterward coached at Wisconsin, Wharton of Pennsylvania, Dibblee of Harvard, Morley of Columbia, Hirschberger of Chicago, the first western player to ever make an All-

American team, McBride of Yale, De Witt of Princeton, Heston of Michigan, Glaze of Dartmouth and Andy Smith of Pennsylvania, the present coach at the University of California, not to mention scores of others whose gridiron achievement brought undying glory to the institutions they represented.

The mass plays, the flying wedges and revolving formations on and off the tackles which permitted the man with the ball to be pushed or pulled resulted in so many injuries that protests were raised in all sections of the country to have the game abolished. Injuries and in many cases deaths resulted from the fierce struggles.

It was then that former President Roosevelt called to the White House in Washington the leading authorities on the game. Among these was the late Walter Camp, generally known as the father of American Intercollegiate football. Following the conference with the then President, Camp and other members of the committee visited Canada to get ideas of the game as played by the institutions of that country.

On this trip, Camp and his associates saw the merits of the forward pass and elimination of all plays in which

the runner was pushed or pulled. This committee made a careful study of the two games and in the winter of 1906, the rules committee drafted into the code the ten-yard rule and forward pass which are now so important. This action apparently satisfied those who were opposed to the game and in the years following fewer injuries took place and naturally the death list decreased to a

Fielding H. Yost, football coach at the University of Michigan, and member of the Rotary Club of Ann Arbor, one of the first football mentors to utilize the forward pass as a ground-gainer.



considerable extent. In some cases, however, football was abolished although later resumed. The number of games was curtailed and other provisions made to safeguard the game and participants. Year by year, the rules committee eliminated the dangerous features until the game today is as safe as any where man-to-man contact is involved.

It remained, however, for the war to make football the national spectacle it now is. In every camp and cantonment there were football teams. The training for the games put the men in such excellent physical condition that those in charge

(Cont'd on page 36)

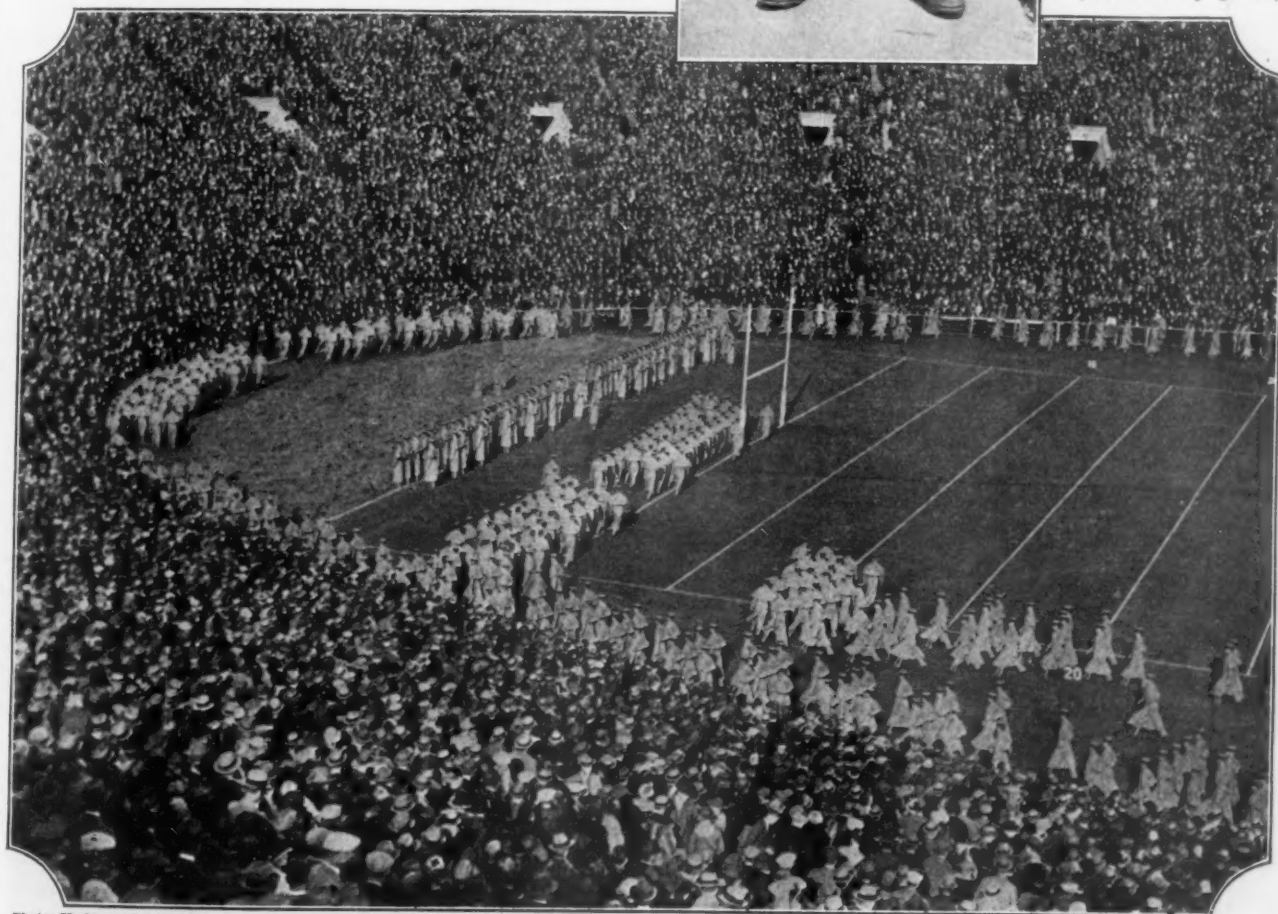


Photo: Underwood & Underwood.

This unusual view of a gathering at a gridiron contest is representative of the crowds that will attend the more important contests throughout the United States during the present season. The photograph, taken during the demonstration between "halves," shows the solid mass of humanity packed into one end of the Yale Bowl during a Yale-Navy game at New Haven—a great gathering estimated at 75,000 people.

# A New Field of Service

*Could Rotary Clubs unite effectively in solving a state-wide problem and in applying the remedy?*

**R**OTARY, far from being an organization of good fellowship alone, recognizes some very tangible responsibilities and devotes itself to meeting and discharging them in a fitting manner. Service is at once the ideal and the working creed of Rotary.

While Rotary is built upon the community idea, and while our clubs are localized, this localization is not to be taken as meaning the same thing as isolation. The individual clubs have a larger horizon than the bounds of their own communities. Indeed, we are constantly reminded that Rotary is limited by no lines, whatsoever, either of religion or race, and that it embraces in its ideal of service the entire world. Rotary is in its very name international. Rotary in its ideal of service must be unlimited.

So, the community is only the starting place, the jumping-off point, and Rotary projects itself into the unlimited field of human hopes and aspirations for better things. We are primarily interested in our community because here is our most natural field for action, here we are most likely to be of the greatest good because of our better understanding of our immediate problems, and because we recognize that as we build up and improve the parts, we at the same time build up and improve the whole.

Fields of activity beyond the community are the state, the nation and the world, and in the affairs of each of these Rotary aims to play its part, some times directly, more often, perhaps, by indirection. While it is true that we can not be real Rotarians at home without having a beneficial influence on the larger fields, it has occurred

By JOHN T. CUSHING

to many of us, probably to all of us, that an organization composed as is Rotary and with its varied talents and inherent energy, will not exhaust itself on its home affairs, but will have a surplus of energy left to be devoted directly to some larger field.

I presume it was some such thought as this that was in the back of our chairman's mind when he assigned to me the subject, "A United Program for Vermont Rotary Clubs." In other words: Can Rotary be of service to the state of Vermont in any way other than by expressing itself in localized community effort?

The approach to this subject ought

not to be made from any standpoint that minimizes the importance of Rotary's community work at home. This is its most immediate field and in this it should function unceasingly, and unless it is a success at home, it can hope for no success in a larger field. But is there not something beyond this that can be done, and quite properly, in the fulfillment of the Rotary creed, and to the good of ourselves, our communities and of our state?

For myself, I believe that Rotary can perform valuable service to Vermont as a whole by uniting on a state-wide program and, by the leadership which this organization must surely possess, do much to bring about a better day for our state. I realize that it is no easy

matter to formulate such a program and that the greatest of care must be exercised both in the formulation and implementing of the plan. But the difficulties are a challenge, a spur to our ingenuity, a stimulus to our ability to meet a situation.

What is the situation? Briefly this. Vermont is a small state with a small and scattered population. There are, as you well know, many cities with a population greater than ours as a state, that have only a single Rotary club. We already have several clubs in the state, with more in the making, a fact that makes possible the doing of a greater service on a wider scale than can be performed by a single club in a city that matches our entire state from the standpoint of population.

Vermont has many peculiar problems which arise from her location, her size, her population, and even from the very nature of her geographical surface. Those who have faced the true Vermont situation,

## Begin in Our Own Garden

**I**N this article are presented some thoughts that were thrown out at a conference of Rotarians. The sincerity and fairness of the writer and his loyalty to the best interests of Rotary are apparent. What he has to suggest deserves most thoughtful consideration, although the general plans set forth have not had official sanction. Although a single Rotary club may do almost anything in its community, when a number of Rotary clubs contemplate uniting in a common undertaking in a larger community—make haste slowly is usually a wise method of procedure.

By its form of organization Rotary is peculiarly adapted to such effort as the author has outlined. Surveys of the business and professional opportunities presented by any one state or province are by no means new. But the development of an all-state program based on such information is not so common. New York State, for instance, is now engaged in an attempt to correlate its activities in accord with knowledge gleaned from a series of surveys of various types.

In statehood as in mathematics the first step toward the solution of a problem is the clear statement of that problem—and in such work of definition there is scope for all the classifications represented in Rotary. Due to many inventions we are now able to think in units that might have proved unwieldy for the majority of our predecessors, and the future seems to be brightest for those nations which can develop their present resources most effectually.

Having charted the stars we may well make a fresh beginning with the cartography of our own kitchen gardens. If it were possible to get even a rough estimate of the whole population that our earth can support in any degree of comfort we might have the beginning of a plan for world peace that would not be less effective because it was more scientific.



with her declining population, her need for industrial and agricultural expansion, realize that there is need for the best application of the best thought of the best minds in the state if the solution to some of our very pressing problems is to be found, and found in time.

To my mind Rotary lends itself to this task of state service better than any organization that has existed up until this time. If there is in the state the ability to diagnose our condition and prescribe the remedies, surely it must be found in Rotary. For Rotary membership is based upon local leadership in one's life work, be it business or professional. Taken large and by, and after making due allowance for individual exceptions, in Rotary membership is to be found the natural leadership of the state in private enterprise.

Surely, then, Rotary must possess in its collective membership a knowledge of Vermont conditions that can be surpassed by no other organization, and I believe none other can approach it in this regard, not even excepting the collection of the virtue and wisdom of the state now gathered under the great dome of a neighboring building. For instance, the manufacturing problems of the state, the manufacturing opportunities, the natural advantages and disadvantages for manufacturing in Vermont, are an open book to a part of our membership. Within the membership of Rotary could be called together a group of manufacturers who could, out of their own experience and, let it be said, out of their successful experience, make a survey of our industrial field that would command respect and be of the greatest value in setting forth our actual situation, what should be done to improve it and what pitfalls should be avoided in such an effort at improvement.

We have among our professional membership the leading doctors and surgeons of the state. Where better to go for accurate information as to causes and possible remedies as the first step for the solution of a very real problem, the doctorless countryside? Few of us realize how real a problem

this is and how much of a factor it is in mitigating against the success of the effort to keep our people on the farms. Out of a conference of our medical members could come a report that would be of very great value in finding a solution to this problem.

In the very limited time that is at my disposal, I can do little more than suggest in vague outline how I believe Rotary might function on a statewide basis. These two suggestions will serve, I hope, to give you a hint as to what I have in mind, and you can all call to mind other problems and the ability of Rotary to work upon them in a fruitful way.

AN ancient philosopher exclaimed, "Man, know thyself," and I say that the first need for Vermont is for Vermonters to know Vermont, which, in the large, they do not know today. I further say that in Rotary's Vermont membership there is a full and accurate knowledge of Vermont, not possessed by any one individual, but by the groups of business and professional men who compose the organization. Here, then, is Vermont's opportunity to know herself. Rotary is the logical source of such knowledge. Then comes the problem of assembling and compiling it in a way useful to the state,

## I Thank Thee

By MARY DAVIS REED

I THANK Thee, Lord, that Thou didst let me learn  
A value in each little thing to see;

I thank Thee Thou hast taught me not to spurn  
Aught of the blessings that Thou sendest me.

I thank Thee for the sun with golden light,  
That gives the warmth and beauty to each day;  
I thank Thee for the star-gemmed skies at night;  
The moon with silv'ry beams to light my way.

I thank Thee for the fragrance of the flow'rs;  
And for the trees which offer shade at noon;  
For fields, and woods, and clouds, and gentle show'rs;  
Each bird that trills aloud his joyous tune.

I thank Thee for the tears through which I gain  
A deeper understanding of Thy love;  
It is alone through sorrow and through pain  
That we are fitted for the life above.

I thank Thee for the common daily task;  
The chance to love and serve, to cheer and bless;  
A greater gift from Thee, I could not ask  
To fill my happy heart with thankfulness.

This latter is merely a matter of mechanics once we decided, if we do decide, that Rotary possesses the raw material which ought to be mined and manufactured and made available to our people. One great defect in the past in any similar state-wide effort has been the suspicion that has attached to such movements, suspicions that there were ulterior motives behind them—that somebody had an axe to grind. The suspicion, in other words, of selfishness.

But I apprehend that Rotary need not and will not suffer from such a handicap. Did I have such fear I would by all means warn, "Hands off! Have nothing to do with this!" But I believe that Rotary, through its community efforts, will so securely establish itself as an organization that seeks nothing for itself, that asks only to be of

service, that it can undertake the larger field without embarrassment. In other words, I am confident that Rotary will so conduct itself at home that it will deserve and command the confidence of the entire state and that its investigation and report on any subject will be accepted as being the honest expression of the honest thought of honest men who have established themselves in positions of recognized leadership in their own walks of life.

Once we have thus established ourselves in the confidence of the people, and I repeat that to do this we must carry on our community programs with disinterested energy, think what a potent force Rotary might become in the creation of sound public opinion on matters vitally affecting the well-being and development of the state. Think what an energizing force Rotary might become. Many of Vermont's problems exist only because they have not been tackled with intelligence and persistence. Rotary possesses both intelligence and persistence.

It is not in egotism or bombast that I express the conviction that Rotary can leaven the whole lump; that out of this group of men and their fellow-Rotarians at home can come a force that will revitalize Vermont and put her on the path (Continued on page 44)



## Your Friend, the Banker

By HARRY E. MARTIN

*Decorations by A. H. Winkler*

**T**WO business men, having lunch the other day at their club, were discussing their banks. "Do you know, Bill, that the bank I've been doing business with for the last ten years is so conservative, and the president is so cold-blooded, that when I presented my application the other day for doubling the line of credit which this bank had been extending to our firm for the past three years, they turned me down flatly. I'm so sore at the bunch, I'm going to transfer my account to another bank." The speaker was the president of an Ohio foundry.

"Our firm has certainly made progress," he continued, "and the bank has seen us grow through the years. There's no reason why it should not have loaned us more money for our expansion program."

"Well, that certainly does not seem to be my case," replied his friend, Bill. "I feel that my bank—and I guess it is the same one as yours—has given me the finest kind of cooperation, and because of their help I've been able to make some real profits in the last few months."

"You know," continued Bill, "that we operate twenty gasoline service stations in this town and suburbs, and last winter, when we had an opportunity to buy from a refinery a large supply of gasoline and oil at rock-bottom prices, I immediately took my problem to one of the vice-presidents of my bank. I took with me our last semi-annual statement, although their credit department already had a copy on file, and I told this officer frankly that we needed

\$10,000 to handle this deal, and that we wanted it for ninety days. I explained to him how it came about that we got such a low wholesale rate on this large quantity of gasoline and lubricants. I also pointed out that, due to condensation during the winter and expansion in the summer, we would make money in that direction, too, when the automobile season opened up. I also explained to him that we could readily expect to pay off the loan early in the spring.

"Now, while we did not have a very large line of credit, the Loan Committee and Executive Committee of the bank readily granted my application for the loan. Through this purchase and the sale of this gasoline and oil during the past few months, we have made the best profits in the history of our organization, and I can certainly say a good word for the bank. If it hadn't been for its cooperation we never could have handled such a deal or made the profits we've made during the summer."

"You certainly did get a fine deal, Bill, but it seems I got a rotten draw, so I'm going to withdraw my business and take it to the bank across the street," the manufacturer remarked with finality, as he flicked the ashes from his cigar and arose to return to his office.

"But are you sure you did? Are you sure both you and the bank's officers saw the whole picture?" Bill questioned earnestly as the two walked away.

Analysis will readily show why Bill

did get hearty cooperation from his bank in aiding him to conduct his business at a profit. It will reveal, too, why the disgruntled business man failed to get the extension of credit he desired.

**T**HE first man realized that his bank, as a trustee of the funds of its depositors and stockholders, had very definite obligations to the people for whose funds it was responsible, and to the business and industrial interests of the community. When the service-station man went before his banker, not only did he present a statement of condition showing in detail assets and liabilities, but he also placed before the officer all the facts concerning his need for funds to purchase the materials with which he did business, as well as his plans for realizing on these products. He showed the banker why he needed the money, how it would be used, and how he expected to liquidate the loan promptly and make a profit, too. He was borrowing money during the dull season to buy materials necessary to the conduct of his business during the peak season, and the bank was protected not only in that this customer had character and legitimate assets, but likewise in that the merchandise itself could readily be turned into cash. Such credit had the essential of liquidity.

The other business man, analysis showed, had been very successful in the manufacture and sale of certain foundry products. Although it had never had sufficient working capital, the concern, through loans from the

bank for the purchase of raw materials and production of finished products, and under careful management, had grown steadily, and its bank readily extended credit for its seasonal needs.

When, in 1922, a new sales manager was secured, he, on the basis of rising prosperity early in 1923, immediately visioned doubling production and sales. He sold his idea and plan to the chief executives of the firm. Because this corporation had not built up sufficient surplus to add proper equipment to handle this added production, the management, on the basis of its excellent statement, appealed to the bank to increase the line of credit two-fold, ostensibly for the purchase of greater quantities of raw material and the distribution of the firm's larger output, but, in reality, the management expected to use part of this loan for the installation of added equipment.

Although the bank was ready to extend the corporation credit on the basis of its good standing and statement of condition, when an investigation showed that the company planned such extensive expansion, the bank's executives sensed the dangers involved. They knew from their experiences in 1920 and 1921 what such loans might easily involve. Therefore, they refused to consider any marked increase in this concern's line of credit, because part of the funds so loaned would obviously become frozen credit, should business slow up or should the sales department fail to realize its quota of doubling the previous year's sales.

Because this manufacturer failed to understand the proper use of bank credit and the bank's obligation to its depositors and the community, he was angry when the institution refused to grant a loan which, in part at least, would have constituted an improper use of bank credit privileges.

**WHAT**, therefore, is the proper use of commercial credit, and how can the business man get the best possible service from his bank?

Since 90 per cent of the nation's business is conducted by means of credit instruments, such as checks, the business man should, of course, understand the limits and purpose of bank credit, as well as the banker's responsibility as trustee of the savings and working capital of the community. And the banker, at the same time, should look at the business man's problem not only from his own point of view, but also from that of his borrower. There should be a thorough

understanding of all the problems and responsibilities involved in every such situation.

Modern banking credit is of two kinds. First there are long-time credits, such as first-mortgage loans. These are based upon savings deposits, which generally remain in the bank over a period of months and years. On such deposits, less the cash reserve required by state or federal law for supplying the daily calls of depositors, loans can be made running over a period of months. Thus, loans on real estate are granted on such funds for one year, usually with the privilege of renewal.

The second and larger class may be called short-term credits, and these loans have for their foundation, in addition to the capital and surplus of banks, demand deposits. Since such funds are subject to withdrawal at any time, they cannot be loaned over a long period because the bank obviously must have cash available to meet the withdrawal demands of such depositors. Therefore, even though the federal or state laws require a definite cash reserve, the banker should lend the remainder only for short periods of time to individuals and corporations whose assets are sufficiently liquid to make payment possible almost immediately.

Hence, if the banker makes a commercial loan to an organization for the buying of permanent equipment or the enlargement of a plant, such funds are almost invariably tied up, not for sixty or ninety days, but for one, two or more years. This means frozen credit; such money is taken out of the channels of trade, and bank credit so misused, in fact, dams up the stream of industry and commerce.

Even more, under these conditions, if a depression comes, as in 1920 and 1921, not only will these funds be tied up, but the chances are that if a concern has not sufficient surplus, or is inadequately managed, the disaster will follow, and the bank, like other creditors, will be a loser. Not less than one billion dollars was lost in 1920-1921 because of just such unintelligent use of bank credit, according to the National Association of Credit Men.

Money necessary to plant expansion

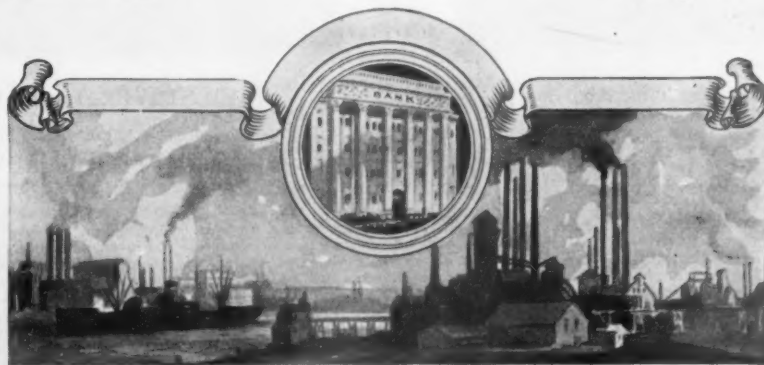
or for the addition of permanent equipment should legitimately come from capital or surplus, or from the sale of additional stock or from mortgage loans. Such capital cannot properly come from short-term credits.

The purpose of commercial credit, therefore, is to supply manufacturers, wholesalers and retailers with immediate funds to carry them over peak seasons, to buy raw materials, to discount bills, to place finished products upon the market, and to distribute merchandise to dealers and consumers. Its real purpose is to facilitate the sale and distribution of goods. Hence the bank, as the trustee of the savings of the community, is under obligation to keep such funds in a liquid condition in order to meet the demands of depositors, and at the same time to place credit in the hands of those corporations and individuals who from day to day need such cooperation in carrying on the commercial activities of the community.

**THE** modern banker, in order to give the best possible cooperation to his customers, must know not only that they have character, integrity and stamina, but also that they have capacity and executive ability to carry out their plans and programs, to face conditions analytically and carefully, so that they will not overbuy or overtrade; so that they themselves will grant credit carefully and collect promptly, and that they, in turn, will meet their obligations without delay, and the banker must know even more. If the customer is to get the best possible service, he must place before his banker an accurate and analytical report of all his resources and liabilities, the listing of all inventories and their nature, cost value, equipment and its condition, sales volume, costs, net profits, merchandising and distribution methods and plans, classification of all notes and accounts receivable and all notes and accounts payable, rate of turnover of stock, character and extent of competition, methods of figuring depreciation and amounts.

The borrower, of course, should be a good customer. The bank naturally must favor those who, through their dealings with the bank, have shown their reliability, and who carry satisfactory balances. Carelessness about maintaining such balances, or repeated tendency to draw upon uncollected funds; that is, deposits consisting of checks on which there has not been sufficient time for the bank to make collections, and

(Cont'd on page 42)







HANFORD MacNIDER, Mas on City, Iowa.



COUNCILLOR W. BRUNTON, Melbourne, Australia.



OSCAR WELLS, Birmingham, Alabama.



FRED STOVER, Butler, Pennsylvania.

## ROTARIANS IN THE PUBLIC EYE

Hanford MacNider, investment banker of Mason City, Iowa, was awarded four decorations while serving in the A. E. F. As National Commander of the American Legion he refused salary, spent his own money to help buddies. President Coolidge believed this former lieutenant-colonel would make a good Assistant Secretary of War, appointed him. The Lord Mayor of Melbourne (Councillor W.

Brunton) took an active part in the various entertainments provided for the visiting American fleet. Commonwealth, State, and local authorities vied with each other in the effort to make the sailors' trip a memorable one. Oscar Wells, president of the First National Bank of Birmingham, Ala., was elected president of the American Bankers' Association at the Atlantic City convention of that body. He was vice-

president of the Association in 1924. Fred Stover, of Butler, Pa., former governor of the Thirty-third Rotary District, has been elected commander-in-chief of the Veterans of Foreign Wars of the U. S. He served as a private in the Spanish-American war and his predecessors in office were two generals and a colonel. There are 150,000 members, every one of whom served their country abroad.

# The Toledo Experiment

*How juvenile delinquency is being successfully handled through a juvenile adjustment bureau.*

By HERBERT D. WILLIAMS

SOME eight years ago the Boys Work Committee of the Toledo Rotary Club became interested in the problem of juvenile delinquents. The members offered their services to the probate judge who at that time was hearing juvenile court cases. They attempted to understand the problem presented by the boy who was out of adjustment with the social group and to meet his needs by frequent visits to the home and school, and by interesting him in the Rotary Boy Scout Troop or the Y. M. C. A. They also looked out for whole or part-time employment for such boys as were in need of this form of treatment. More and more members of the club at large were called in, either to assist in giving employment to boys or to accept them for probation. This increased the interest of the club in boys and boys work and made it possible later on to obtain a guarantee of ten thousand dollars to carry out the program decided upon.

There remained, however, a certain number of cases which the committee found itself unable to satisfactorily adjust, and a feeling that this was due to lack of a thorough understanding of the psychological make-up of these boys gradually developed. The desire to meet the problem and solve it, which is so largely a factor in the business success of Rotarians, caused them to inquire into the best methods of handling juvenile court problems. This led to the appointment of a research committee which called in the superintendent of city schools for advice and help on the matter. He suggested that an expert, trained in the psychology of boys and boy problems be called in to help the committee, and an arrangement was worked out whereby the Rotary Club and the board of education co-operated in bringing such a man into the work. The superintendent of schools, who is a member of the Boys Work Committee, not only co-operated in finding the right man, but has, by his insight into the problem and his hearty co-operation in modifying the school environment where indicated, been of inestimable value to the committee.

At first it was the idea of the committee to take a few of the worst cases to be found in the records of the juvenile court and demonstrate by working with these, the feasibility of a thor-

ough-going program in the adjustment of delinquents. Twenty-five of the most persistent and serious delinquent cases were chosen for this experiment and a room, provided by the school board in a centrally located high school of the city where shop facilities of many varied kinds were available, was set apart for the use of the psychologist and his group of the "worst" boys of the city. The co-operation of the shop teachers was also obtained.

After a thorough psychological, social, and medical study of these problem cases, such changes in the school routine and in the home environment were provided as the individual case indicated was necessary. Some boys were found to be deficient in academic ability, that is, ability to do abstract thinking but with remarkable mechanical aptitude; some were found to have artistic and musical ability; some were in need of medical attention; others had to be boarded out in private families away from family antagonisms; some had definite mental conflicts centering around sex experiences or early developed fears; others were suffering from inferiority feelings in the organic or mental sphere.

THE result of this experiment was so satisfactory to the Boys Work Committee and the school and court authorities that arrangements were made to continue the work on a more extensive scale. Offices were provided in the Toledo Medical Building for the use of the psychologist and his assistants, and the newly elected judge of the Court of Domestic Relations requested the privilege of appointing the psychologist as referee in his court and of referring to him all those problem cases in which a careful study of the case would determine the causative factors of each delinquency and would aid in the carrying out of such remedial measures as were indicated. Although the medical phase of the problem was properly cared for, the word "clinic" was avoided because of its too great connotation of diagnosis without proper emphasis upon treatment or adjustment. This organization of the psychologist, a psycho-social worker, a stenographer, and probationers was called the Juvenile Adjustment Agency. The name was chosen after careful consideration and was intended to convey the chief aim of the committee, namely adjustment.

Along with the above changes, a better organization of the probation system was worked out, and the Boys Work Committee was increased to twenty-five members. Each member is held responsible for a certain district in the city and boys from his district in need of probation are referred to him and he must in turn find some public-spirited man interested in boys who will take charge of a boy and stand in the relation of confidante and advisor to him. The Rotarian then makes weekly or bi-monthly reports to the referee, indicating the boys' success in school, home, and use of leisure time. Along with the probation of the boy goes a report on those factors in the home, school, and neighborhood surroundings which are inimical to the boy's adjustment and also a report on those which may be used to advantage in developing right attitudes and habits in the boy and the proper use of his leisure time.

This report is made on the basis of a careful medical, educational, social, and psychological study of the individual. Rotarian employers co-operate in placing the boy at work whenever advisable and an attempt is made to place the boy in a position for which he is adapted. To aid in this he is given vocational aptitude tests and his interests and aptitudes are carefully noted.

When the Boys Work Committee first started its work with delinquents the members appeared in court and accepted those problem cases for probation which appealed to them as being interesting or with whom they thought they could be successful. At the present time the problem case is referred to the referee, who is a Rotarian, and who has charge of the Juvenile Adjustment Agency. The boy is given a medical examination by a competent child specialist and if in need of medical treatment, this is arranged for through the family physician or one of the hospitals. He is given a psychometric test which determines his intellectual status and also whether he has any special mental defects which may be in need of treatment, or which must be taken into account in his school or work adjustment. His personality is carefully studied, his likes and dislikes, and his character traits are determined. Along with this goes educational and vocational measurements to determine his interest in and capacity for certain

lines of endeavor. Such mental conflicts as may be present and have a bearing on his delinquency are sought out and an attempt made to develop in him an insight into social relationships which should obtain.

His family history is obtained and family weaknesses and defects which may have a bearing upon his misconduct are investigated. An attempt is also made to list the relatives who may be in position to furnish the environment most needed in his adjustment where family discord makes it impossible for him to successfully solve his problem in the home environment. The developmental and personal history is gone into in detail with a view to finding out what particular environmental factors have contributed to his delinquent career. In this way the dangerous influence of a bad companion or a gang can be brought to light and steps taken to remove him from this influence. Along with the psychological study his educational status is determined as well as irritating factors in the school environment which it may be necessary to modify.

Where probation seems feasible, a summary of the above findings is turned over to the Rotarian to whom

he is probated, together with recommendations looking toward his successful adjustment. Sometimes it is found that the individual should be committed to an institution for the feeble-minded or to some corrective institution but this commitment is asked for only on the basis of a thorough knowledge of the case.

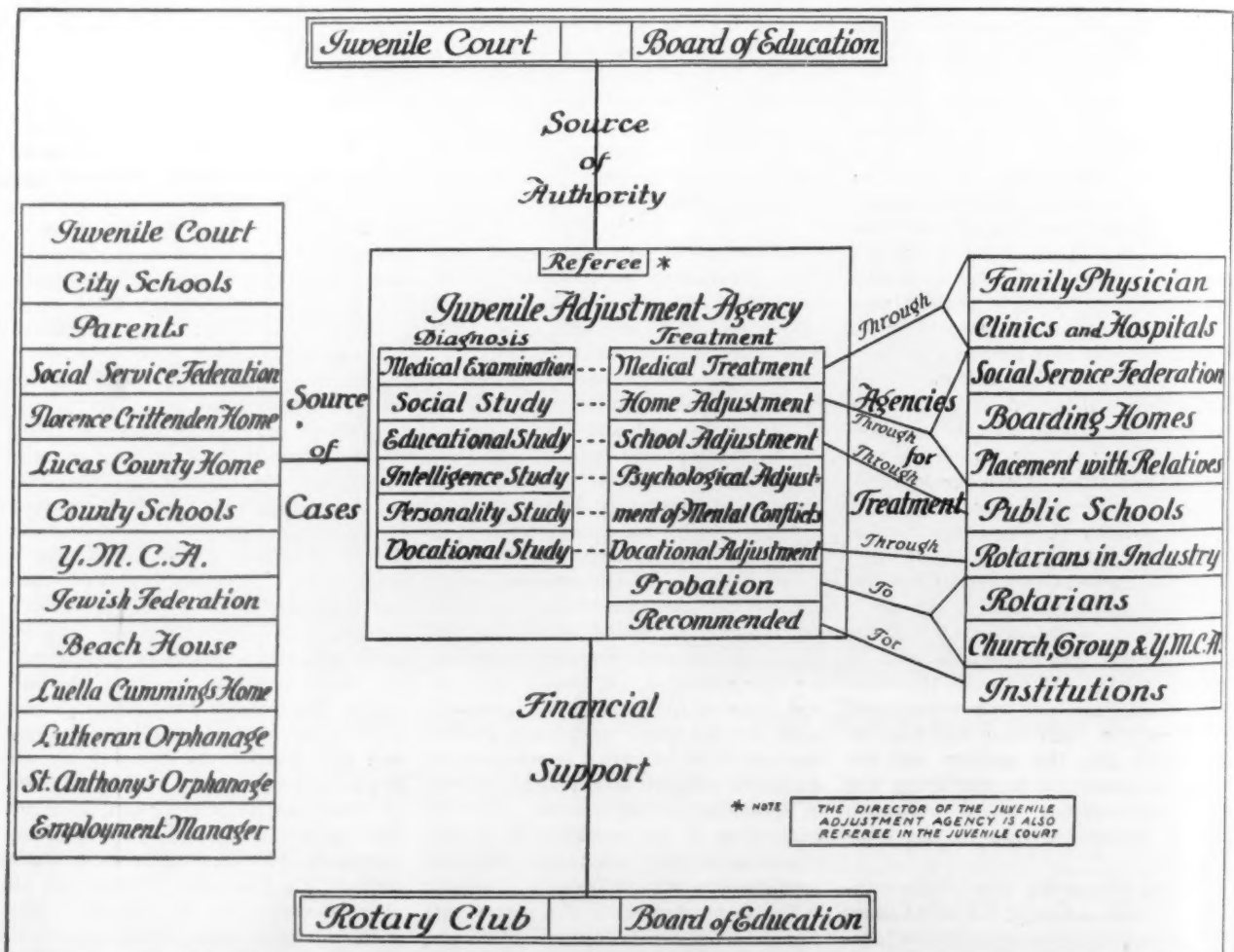
Below will be found a chart recently worked out showing the relation which obtains between the different phases of the problem and the order in which these are taken up and disposed of in problem cases.

During the past ten months, approximately four hundred cases have been referred to the Juvenile Adjustment Agency. The Juvenile Court has referred a larger number of cases than any other agency, but, as can be seen by the diagram, the public schools, Social Service Federation, Jewish Federation, Lucas County Children's Home, Florence Crittendon Home, Beach House, Luella Cummings Home, etc., have all referred problem cases to us for study and recommendation. Of these four hundred cases all but approximately five per cent are adjusting themselves more or less satisfactorily in the community. Some of these, how-

ever, are likely to become maladjusted due to innate defects in themselves or in their homes, which we have been unable to remove. It must be remembered too that these cases have been, for the most part, the serious delinquent cases coming before the Juvenile Court. Those of a less serious nature were not referred to us as a usual thing.

The scope of the delinquency problem is so great and requires for its solution improvement of so many factors that we have only just begun to get the forces of the community organized for the improvement of conditions. For example, the need for supervised playgrounds in the centers where delinquency prevails, the need for boys' club activities and other provision for recreation and character building is quite patent to anyone who is at all familiar with the problem. The Boys Work Committee is attempting to foster a community spirit, and interest the proper agencies in the development of recreational centers in these districts.

Along with these different activities it is our purpose to aid and encourage boys who are capable of profiting by higher education (Cont'd on page 46)



ORGANIZATION CHART—TOLEDO JUVENILE ADJUSTMENT AGENCY



# Scalping the Superlatives

*The old policy of "Shouting our Superiority" is rapidly giving way to a new technique in advertising*

By HARRY BOTSFORD

**I** REMEMBER the circumstance very well because it was packed with suspense and with something which had the outward appearance of impending tragedy. It was like this: a national advertising campaign was being prepared for an old and ultra-conservative manufacturing concern and the copy was being written by a callow youth and an ardent enthusiast, both of whom were obstinate to the point of senseless stubbornness. The first piece of advertising copy had been written, boiled down, polished, pruned, prayed over, slept over—and gloated over. The suspense came when the copy and layout were placed before the head of the concern for his approval; the impending tragedy was sensed when the Chief called the ardent enthusiast and the callow youth into his office and flatly but firmly rejected the copy as written—our very cornerstone of an advertising campaign where approximately \$300,000 worth of space was to be used.

The Chief admitted that the piece of copy was rather well done; he praised our phraseology and informed us that the copy no doubt would be convincing and compelling; but—and on this he was adamant—the copy should not be placed before the public without revision. Having a certain respect for the semi-monthly pay check the enthusiast and I wended our way back to our desks. The revision demanded by the Chief was not a laborious one to execute; as a matter of fact it consisted merely in the elimination of the one sole superlative in the entire piece of copy.

On the face of it, that superlative was justified—the goods we were to advertise were of unusual quality; they had been on the market for a matter of about a half century. Every possible precaution was observed that the product might never

be sub-standard and a close and rigid series of inspections eliminated mediocre items from the line. At the time both the enthusiast and myself thought the Chief extremely fussy when he laid down the hard-and-fast rule that in the future each piece of advertising copy be free from superlatives. As a matter of fact he was a very far-sighted individual and extremely liberal in his vision of his personal contribution to the "debunking" of business.

I have always looked and pointed with pride to this particular campaign although when writing it we were often seized with an almost irresistible impulse to inject into our wordage a few superlatives. We argued that our competitors were using superlatives liberally. At times we even courageously invaded the office of the busy Chief and

stubbornly put our case before him and literally begged for the use of just one or two superlatives. He was a patient man.

"Thumbs down!" he would chuckle. "I'll admit that the use of a few superlatives might get us a wider hearing but instead of shouting, I'd rather our advertising whispered—instead of just being heard I want it to be believed."

He was right—dead right. That particular campaign, because of its conservatism, was, for several years, the talk of that particular branch of industry.

That was my first experience with the "debunking" of business. Since then I have run across countless examples of the process which is a continuous and constructive one.

Business, a quarter of a century ago, was, in many cases, a hit-or-miss affair. The advertisers, largely, stood on the

street corners and shouted "Hey! Here I am! My goods are the best in all the world, bar none. The other fellow's goods are cheap and shoddy and he is a trickster to deal with. Buy from me or you'll be sorry! Hey! Hurry-hurry!" The crowds listened, fingered their purses, decided that one who could yell so loudly and so often must have the world by the tail and a down-hill pull—bought. The next day they discovered that the yeller's goods were no better than those of the man who failed to shout. Possibly not as good! Then the public began to look on advertising as something of the boasting contest that it was. When this happened advertising dollars declined in value at a rapid rate of deceleration. This, the yellers failed to observe, and so they continued to yell louder, oftener—and business mortality became a thing to worry about.

Then along came a few manufacturers who saw the wisdom of

## Tomatoes on Blue Carpets

**I**T is recorded that a super-enthusiastic Cubist once described a sunset as "like a tomato squashed on a blue carpet!" Some advertising might be described in very similar terms since it is practically certain to attract attention—but not necessarily favorable attention.

Advertising has been considerably improved by the toning down of recent years, and there are fewer claimants to the "best," the "biggest," the "fastest," the "certain cure" and the "unparalleled bargain." Some of the pleasant effects which accompany this scalping of superlatives are mentioned in this article.

But advertising, though naturally one of the most conspicuous channels for the overflow of extravagant phraseology, is not the only medium exploited by the self-hypnotized claimants of trade monopolies. A very cursory survey of business correspondence both that intended for customers and that devised for inter-department work reveals plenty of this buncombe still surviving. Such things as office efficiency are occasionally used, not as a means to an end, but as fetiches in themselves.

Truth is at once too well-bred to indulge in hysterics and too sane to feel the need of them, and like twilight, truth brings rest to fevered minds. It is always much easier to start a stampede than to control one; but if your business is expected to remain in the community after the hurricane is over some more conservative method is actually speedier than the whirlwind campaign. Even Barnum did not over-emphasize his belief in public credulity, and less-experienced showmen would probably gain more if they would take the hint.

eliminating certain practices in their dealing with the public. They began to build sturdy, dependable cars and to advertise them in simple, readable, soft-pedal phraseology. The scoffers in the automotive field slapped one another on the backs and made speculative bets as to the possible length of time it would be before these modest manufacturers would fail.

"Look at their advertising!" pointed out the "trade." "Why they are not promising the public anything! Look at ours: we offer largest mileage, fastest pick-up, longer life, most modern design and service that's different."

OF course the scoffers sold cars. But the mortality was steadily increasing. If you want to get a glimpse of what happened take a look at the listing of the concerns in this field which have failed while the conservative element have steadily forged ahead by securing and maintaining the confidence of the buying public by building an honest, reliable automobile, through truthful advertising, and fair and square methods of dealing with the public. The nothing-but-the-truth chaps, once the jest of the industry, are among the leaders. The others who made cars of such superlative excellence—on paper!—where are they? Unsung, unhonored parents of orphans, paradoxical as it may seem.

*Caveat emptor* is passing out of fashion. When business put itself, figuratively, on the other side of the counter and considered the attitude of the buyer, *caveat emptor*, like the late Humpty Dumpty took a great fall.

Today the buyer—Mr. Consumer—is in an enviable position because the "bunk" has been taken out of business. Stabilization of prices, standardization of quality are only two of the benefits enjoyed by the buyer of today. Mrs. Silas Appleseed may go to the little store at Four Corners and buy a can of Heinz soup at a certain price—Mrs. Warbucks of Riverside Drive buys the same kind of a can at the same price at her favorite store. A Ford connecting rod costs no more at the service station in Pleasantville, Pennsylvania, than it does in Philadelphia's most modern and snappy Ford service station. These are benefits the buyer secures from the "debunking" of business.

Half of business and industry would scoff today if you told them they were doing business on the Golden Rule principle—but, if they stopped and gave the matter serious consideration, they would be forced to admit that such is the case although they might frankly qualify the statement with a few words to the general effect that doing business that way paid and therefore it was purely selfish. Regardless of the motives the benefits are none the less en-

joyable and profitable to buyer and seller alike.

Before the debunking process started in dead earnest Big Business was a current term and a very uncomplimentary one. How often today do you ever hear of Big Business referred to slightly? As a matter of fact the debunking process clothed business with a dignity that deserves our wholesome respect. In truth today we do not know where Little Business stops and becomes Big Business. For example: when a fine and studious old man out in Medina, Ohio, playing his beloved hobby, a full nineteen holes, put several billion bees to work for him and built up a national business in honey and supplies for beekeepers—just when did his particular business cease to be Little Business and become Big Business?

The process of debunking appears to have entered into every individual executive department of business. Take the business of buying, for example, and by this I mean the buying done by business through purchasing agents. Time was when the purchasing agent's life was a bed of roses. His pockets were stuffed with the cigars of salesmen; his home was furnished with gifts from concerns who sold his organization; perhaps he even carried a handsome and costly watch, a boon from some seller. And—be this whispered—his bank account may have reached proportions not strictly in keeping with his salary. In those days business—buying business—was often conducted on a third rail system, glass in hand. Of course this wasn't in the least efficient or scientific; once in a while, of

course, the purchasing agent would win in a catch-as-catch-can drinking contest with the salesman and when the clouds rolled away he had a signed contract for a big order given the salesman—at figures ruinous to the seller. Whereupon the salesman probably lost his job and revised his drinking capacity or program.

It was inevitable, of course, that all this be changed. Certainty now rules with almost mathematical routine in the buying field. Today the purchasing agent is a hard-worked individual who knows all there is to know about the purchases he specifies and authorizes. Guess-work is eliminated. Ask the salesman of today who calls on purchasing agents and he will tell you that he even hesitates to offer a cigar to a purchasing agent fearing that it might prejudice the order that hangs in the balance. Commercial bribery, in any or all forms, is no longer a forgivable transgression. Today commercial buyers insist that goods, prices, delivery, service, quality, tell their own story and on this policy and certain standard practices in the field sponsored by the National Association of Purchasing Agents is builded much of the stabilization that permits even price levels or justified price reductions to the consumer.

TAKE still another field—the house-to-house selling field. Remember the old tin peddler who used to come to the farm? His old van was resplendent inside with shining and clattering tinware, and drawn by a fat old horse. The old peddler was a regular caller. He put his own price on his goods. If you didn't have cash he was willing to take eggs, butter, chickens or what not—at his own price. "That's just what they are paying in town, lady," he would solemnly assure the lady of the house and it might be that she never found out that he had cheated a few cents on each little sale. He—and the old-time "pack peddler" were the forerunners of the specialty salesmen and saleswomen of today but you would scarcely believe it because of the variance of methods used.

Time was when the specialty salesman (a canvasser, we used to call 'em) used to be a blister and pest of the first water. He was a slouchy and persistent person, who shuffled his feet, rapped on the back door and when the door was opened, calmly stuck a muddy shoe in the crack in order that the door might not be slammed in his face, and then proceeded to make his sales in a hammer-and-tongs method—real strong-arm stuff. As a matter of fact he didn't know very much about selling.

He had to go! In his place are well-trained, polite, well-dressed young men

(Continued on page 45)

## The Razzing of Pop Judkins

A short story of the inimitable Pop Judkins and those four demons of devilry—Bennie Van Slyke, Piggie Taylor, Cleve Winsor and Fathead Breese.

By Hermann Hagedorn

## Tangier

A timely and interesting article on the picturesque Moroccan city where the muezzin still calls the faithful to prayer and where adventure awaits you just around the corner.

By Margaret Busbee Shipp

Both to appear in the

December Number

# The Dubuque Idea

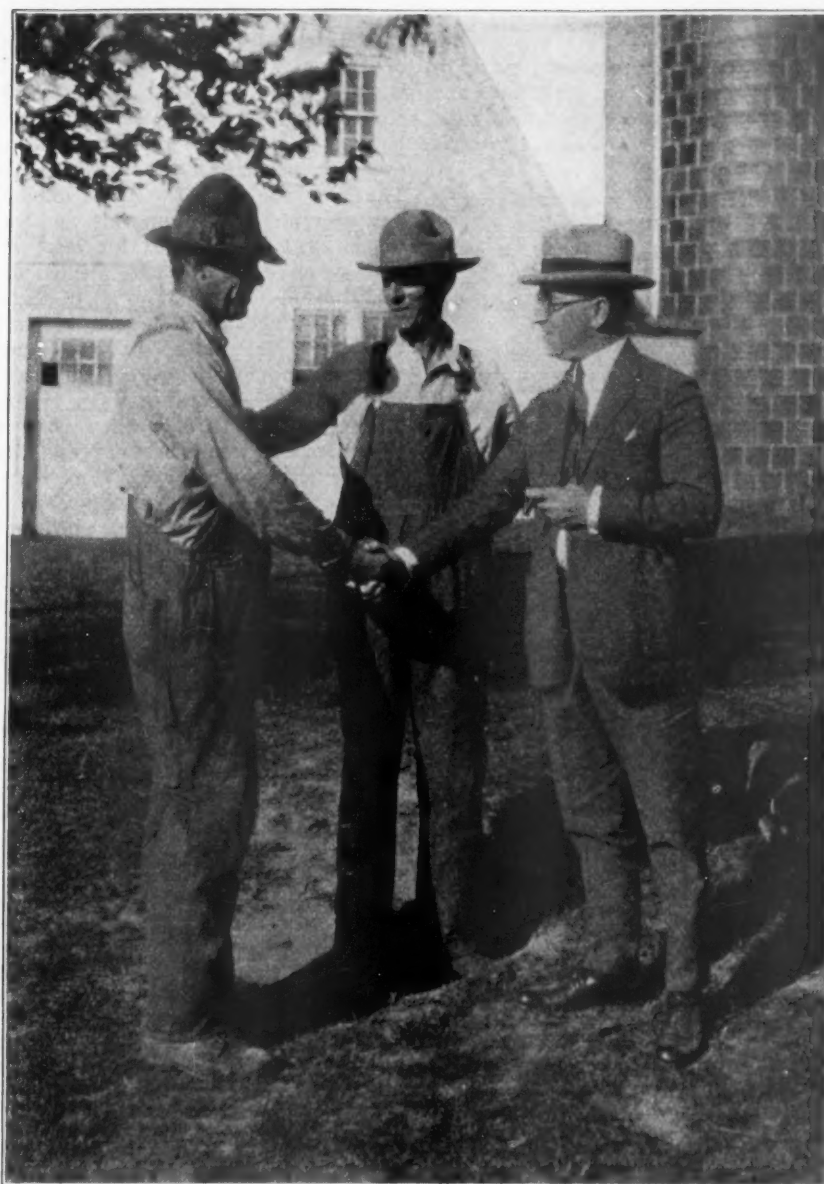
By WALTER G. HURD

**T**HE tourist, driving east across Iowa, passes for miles across the gently rolling prairies; but as he approaches the Mississippi they give way to broken and wooded country. The scattered houses get closer and closer, the broad fields of corn are replaced by truck farms and home gardens; through a ravine among the hills he gets a glimpse of the factory chimneys and the office buildings; and before he realizes it he is in Dubuque.

The city differs from the typical mid-west county seat only in size. Forty thousand people with their factories and their wholesale houses, their stores and schools and churches and more schools, drawing their food from the surrounding country, content to live and die secure in the knowledge that the old home town is barely a step short of Heaven.

On some of the roads entering the city the tourist may note a sign reading: "City Limits—Reduce speed to twenty miles." But the approach to town is gradual, and aside from these signs there is no visible line to show where town ends and country begins—that is, for the stranger. But the residents all know just where the line is, and whether they dwell within or without it. It is an invisible Wall of China; and it still persists despite the efforts of the past few years to raze it. There are breaches here and there in the wall, some of the sentinels posted on it have disappeared, but it is still there.

Five years ago a bitterly fought county election, with hard roads as the issue, left the rural section convinced that the city dweller was his enemy, intent on securing a system of roads for joy-riding at the expense of the farmer; and the whole of the city knew that the farmer was a foe to all progress. The business men of the town knew that the farmer would go without necessities or would patronize one of



Fred Kammiller, once an Alaskan "sour-dough," is now extracting gold through the medium of full-blood Guernseys, and incidentally getting the best out of life by promoting rural and urban fellowship. Rotarian Kammiller is shown in the center introducing his farmer neighbor, Joe Klein (left), to Club Treasurer Joe Meyer.

the mail-order houses rather than spend his money where it would remain in the community; while the farmer was deep-rooted in his conviction that the city business man was a profiteer, not only fixing the prices on his own goods, but dictating prices on the produce brought in from the country.

**F**OUR years ago the president of the Rotary Club, Bud Rose, in making his committee appointments for the year, surprised us all by naming an Agricultural Committee, composed of one cattle breeder, one poultry raiser, and the manager of a creamery. They all supposedly knew the farmer and his problems. At first they thought that their duties were to be in the nature of providing garden sites for the Boy

Scouts, but Bud soon let them know that it was a far easier job—just to do away with the ill feeling between the city and county. That was all there was about it—just go ahead, and you will have the support of the club!

We met at luncheon, and talked the matter over. Then we had another luncheon meeting, and another. By this time we began to see that it was a man-sized job that had been wished on us, and one too big for us to tackle alone. The Chamber of Commerce could be of no help to us, for they had been active in the election, and every one knew that they were prejudiced. The Junior Chamber of Commerce had nearly the same name, and that was anathema. But we went to the Kiwanis and Lions Clubs and asked



their help, and they rallied to our support.

There were no precedents, no rules to tell us what to do. We met, and we groped in darkness, until finally the light broke on us. We began to realize that

"There is so much good in the worst of us,

And so much bad in the best of us  
That it ill behooveth any of us  
To think aught but good of the rest of us."

to which may be added

"Till we truly know the rest of us."

The answer to the question we had been asking ourselves was "Acquaintance-ship."

And thus was born the Dubuque Idea.

WE BEGAN our work at a small settlement about twelve miles from town—one of those places which used to consist of a saloon, a blacksmith's shop, another saloon, and a general store and postoffice. It had changed with the times, and now boasted of a bank, two stores, an ice cream parlor, a garage, school, and churches. There was a good highway to town; and one of the churches had a community building with a large dining-hall and a kitchen in the basement, a hall with a small stage on the floor above, and a debt over it all. Father Hagemann saw the possibilities in our plan, and was of immense help to us.

We secured a list of all the farmers who made Sherrill—that was the name of the village—their headquarters. The County Directory helped some, the membership lists of the Farm Bureau were a big aid, the local banker supplied some names, and Father Hage-

mann, filled in the missing ones. Altogether we had a list of some five hundred farmers and their adult sons who made up the community. No one was omitted by reason of creed or politics, but we took care to limit the list to those who belonged to the neighborhood. The man who lived five miles distant but who did his trading at another village was to be cared for later at another place. Invitations printed on reply postals were sent to all of these farmers—and of course the list included the local business men—asking their presence at a "Get-Together Meeting" to be held about a week in the future; selecting a date when most of the threshing would be over, and the farmer able to get away from home for the evening. There was to be a chicken supper at 6:30, with the farmers as our guests; followed by a program upstairs later in the evening.

On Sunday, after the invitations had been mailed, the pastors of the local churches all mentioned the meeting, and urged a full attendance. We had asked for replies on the return postal so as to know how many guests to count on, and about one hundred and forty assured us that they would be there. The rest of the invited guests evidently saw some hidden propaganda, for they failed to reply yes or no.

When the evening came, the three service clubs had practically a one hundred per cent turnout. We timed our arrival so that most of us would be there before our guests. As fast as a farmer drove up he was taken in charge by some total stranger from the city, who introduced himself, announced that he was to be the host for the evening, and conducted the guest to a booth where the farmer was provided with a

tag bearing his name, and where the host purchased two tickets for the supper. The meal cost us seventy-five cents, and we charged ninety for the tickets, the additional fifteen cents covering all the expenses of the evening.

The women of the parish served the meal, and it was an excellent supper. Fried chicken, vegetables, cold meats, salads, cake, pie, ice cream and coffee provided the body of the meal, with home-made jellies, pickles and preserves in abundance. Father Hagemann had seen to it that each woman tried to outdo her neighbor in providing the feast, and it seemed as though each of them had succeeded. Each farmer was seated between two strangers from the city who devoted themselves to making his acquaintance. It had been impressed on each club member that there were three subjects of conversation that were taboo—roads, politics, and his own business. There was to be nothing sold that evening save friendship.

Supper over and cigars lighted, the crowd moved to the hall, which was soon filled. It had been decided to hold three of these meetings that fall, and that each club in turn was to provide a program; and Rotary, as the leading spirit in the work, was given the job of putting the first one over.

WE TRIED to avoid any educational stuff for the guests, feeling that that came within the province of the Farm Bureau. Our aim was simply to have an all-around good time. Song sheets had been prepared and some songs were written for the occasion. We provided vocal and instrumental music; and we had three boxing matches, starting with a bout between two boy scouts, one a twelve-year-old youngster whose gloves were chalked and a colored opponent whose mitts were covered with lamp-black, and winding up with three rounds by a pair of good middleweights. The presidents of the service clubs each gave a three minute talk, Father Hagemann added his plea for the burial of the hatchet, and then came the one serious talk of the evening.

Our club is fortunate in numbering among its members Fred Kammiller. Fred was a sour-dough in Alaska when the Klondike rush was on, and returned to the States rich in experience. He was on the road as a salesman for a number of years, but he reformed and turned his attention to cattle-breeding and now has a herd of Guernseys of which he is justly proud. He had joined the Rotary Club about a year before, and it was current talk throughout the county at that time that he had sold out the farmers in their position in the hard-roads election for a membership in Rotary. But he was a director in the Farm Bureau, and we

(Continued on page 49)



Here we have the agricultural committee of the Rotary club of Dubuque in conference with Father Hagemann. Standing are (left to right) Andy Fluetsch and Walter G Hurd. Seated (left to right) are Father Hagemann, George Beach, and Fred Kammiller.

# That Other Fellow

By GEORGE INNIS

Illustrations by Constance Enslow

**D**O you know him? He is that self-centered, opinionated individual who comes into your home, looks like you, even presumes to wear your clothes, but really is no relation of yours. You yourself are a bright, cheery man, full of good nature and beaming beneficence. You have a sweet and obliging temper and make a delightful pal for your wife and children. He is a crusty old stiff, that throws a gloom over the household as soon as he enters the door. Fortunately the family do not like him. The children skip when they hear him coming and the good wife shuts up like a clam.

That other fellow does not wait to be invited. He just enters the house, hangs his hat on your nail and takes his seat at the head of the table as though he were rightful master of the place. He is chesty, of course. When the wind bag is fully expanded he measures forty-four and a half inches. He is not quite as big as you, naturally, but when he puffs himself up you would think he was a young Hercules. A veritable ass in a lion's skin!

When you start downtown in the morning you leave a ray of sunshine behind. The afterglow makes a pleasant day at home. The whole family wait with pleasure your return from the office.

That other fellow comes down to the breakfast table with a grouch, scolds the wife about the food, threatens to whip the children and goes off snarling like a wolf. The odor that is left by his auto is exactly typical. It takes just one hour and thirty-nine minutes to dispel the gloom left by this son of Erebus.

Sometimes that other fellow is a contemptible cur. He seems more like a porcupine than a rational human. On his way down street the children shun him and the dogs go growling off. Only a saucy robin dares stare him in the face and say "Who are you?"

When he enters his office he shuts the door with a bang. He growls at the boy who takes his hat and coat and lashes the stenographer for what

he himself forgot. In such a temper he is in a fine state to meet his first client or customer. The face of some banker's clerk was said to be worth ten thousand dollars a year. So is his —only it belongs on the debit side.

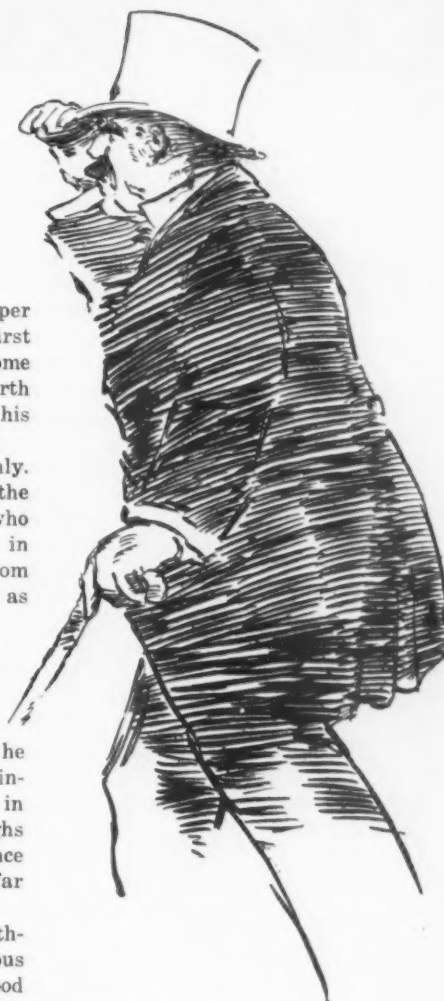
You prize your friends very highly. You realize that friendship is the greatest earthly beatitude. Men who will really sympathize with you in trouble, not from their own but from your viewpoint, are to be cherished as one of life's finest possessions.

But that other fellow is so irascible, so hot-tempered, so insultingly incisive in his criticisms, that the warmest affection will break. On the slightest provocation he snubs your friends, questions their integrity or good sense, snubs them in public at his own free will and laughs at their being disconcerted. Patience may be a virtue but stretched too far it snaps.

Last week you went to a social gathering where you were very anxious for you and your wife to make a good impression. You were received very graciously and treated almost like a guest of honor. But at some remark only half overheard that other fellow seized the reins, and insulted host and hostess by leaving in high dudgeon.

Two years ago you occupied quite a leading position in the church. The boys and young men were copying after your type of manhood. But that other fellow got the idea that the members were all confirmed hypocrites except him. Like Elijah under the juniper tree he alone was left to serve the Lord in righteousness. Then the boys noted that you did not appear among the officials of the church and that you were rarely called upon to pass the contribution plate. You were like that other unfortunate who was on the jury with eleven of the most pig-headed men he had ever seen.

That other fellow interferes seriously with your business affairs. You are acknowledged to be one of the most able men in the city.



"Goes off snarling like a wolf."

Your business perspicacity is quite remarkable and would prophesy a successful career. At one time you were about to be elected president of a large corporation with a handsome salary attached. It meant relief from financial worry and many needed comforts and opportunities for your family. At the directors' meeting everything was going swimmingly when someone suggested that they get a bond for you from a surety company.

That other fellow exploded at once. "Do you want me to give a bond? Do you doubt my integrity? You had better get some other man to submit to such an indignity!"

They did elect a less capable official but a gentleman.

By years of care you built up a good business with a capable body of workmen. You were kind and generous and thought of their interest. They liked you and heartily aided you in your plans. One day some of your men came to you and respectfully asked if you would not furnish a piece of machinery for carrying heavy material that would save them a lot of drudgery. It was your off day. That other fellow turned upon them like a

"Scolds the wife about the food."





*"You and that other fellow must have a terrific struggle."*

flash, cursed them for their impudence and informed them quite sharply that he would run his business himself. Six of your best workmen left and carried your trade secrets to your rival.

That other fellow is an expensive partner and his bills have to be paid on sight. His freaks of temper are beyond prognostication and are as changeable as a kaleidoscope. He gets mad but what at he does not know. Like a fool he hunts for trouble and finds it. All this while he himself is a coward, a cheat, a liar, with corns on both feet.

You delight of all things in your pleasant home life. When your day's work is done you like to lie back in your easy chair and enjoy the atmosphere of sweet domesticity. After dinner you have a delightful "children's hour." You play bear with the happy kiddies. The little fellows ride on your back or tumble all over you. You gather them up in your arms for a good night hug and kiss, and they go to bed feeling that their daddy is the finest man in the wide, wide world.

But that other fellow meets them in the morning with a surly snarl. He has them crying inside of two minutes and crushes their little hearts by his contemptible manners. He does not play bear—he is a bear. It took you a long time to find out that of all the silly fools in the world, the biggest is the man who scraps with his wife, scolds his children, and turns his home into a bedlam.

Your son and daughter did well at some public function. In their elation they expected from you some fatherly commendation. It would have been such a simple and appropriate reward. You were proud of them, but that other fellow must get off some cynical remark that was like a heavy frost in June. Your children were hurt and to this day the sore is still there.

Your wife gets along with you in all your moods. Through a woman's knack, acquired through thousands of years' experience by her sex, she humors, cajoles, and subtly bosses you. She knows the brute in you and gets

you tucked up in an easy chair or off to bed. She has an idea your snore is preferable to your growl.

If the recording angel is as forgiving as she, you may slip into heaven—behind her dress skirt.

You have that admirable quality of liking other people's children. You greet them cheerily on the street, help them arrange for their outdoor sports, and have little entertainments for them in your own home. Your neighbors are tempted to envy you your knack of getting into the hearts and lives of the little folks. But one evening they were playing on your back lawn and that other fellow was grouchy. He ordered them off peremptorily, threatened to tell their parents and warned them never to come near his house again. You were surprised next morning that your neighbors, young and old, avoided you on the street and even sneaked around a block rather than meet you. It seems to you unfair that one mean act will more than offset a score of kindnesses, but that is the way men react when you touch their feelings.

You wanted to join an exclusive club, a rather pretentious society. Your friends worked vigorously for you and you were certain of being chosen hands down. For some reason you were ignominiously blackballed. It hurt your pride tremendously but you had quarreled with half the members over a question of public policy.

At the Fall election you were persuaded to run for an important public office. Your friends seemed to feel that you should have it, that it belonged to you on account of your standing and hard work. But that other fellow snubbed your dearest pals. He showed the white feather at the crit-



*"You yourself are a bright cheerful man."*



*"It will do no good . . . to shed barrels and barrels of tears."*

ical moment and publicly insulted the live workers of the community.

You received so small a vote at the election that the usual cynic did not even remark, "He also ran."

You have had many a severe tussle with that measly fellow that looks like you. You have tried every known means of ending his evil career. But he has as many lives as the Lernean Hydra. He dogs your steps and sticks closer than a sand-bur. He noses in when you are weak or have lost your grip. He then edges you out of the way and begins his antics. Somebody ought to kick him and you know it. A good threshing would come like a benediction to his self-condemning soul.

You have a chum, a delightful pal, a good-sized piece of the salt of the earth. He has loved you like a brother and stuck to you through thick and thin. But he was mean enough to suggest one day that you keep a stronger hold on your temper. Your irritable mood broke out, "I haven't any temper. I never show any but am always reasonable." Yet you left your leading club because your son was not given the honor of carrying the flag, a position another boy had deserved. You refused to ride in a public procession because your carriage was placed third and in addressing the meeting afterward you made a bad break in local patriotism.

The fact is you take pleasure at times in feeling like the devil, and you imagine your idiosyncrasies are your most admirable qualities. You usually keep your feet under your chair but some fool will stub against them—when that other fellow sticks them out into the aisle.

You protest, "Why do men not cherish the other I in me, the one that loves goodness and beauty, friends and sweet converse with companionable souls."

That is just what your best friend is doing. Fortunately he still has faith in you. He can see the sterling worth which underlies (Cont'd on page 46)





## AMONG OUR LETTERS

"Oh! nature's noblest gift - my gray goose quill!"

BYRON.



### "How Futile It Was"

Editor, THE ROTARIAN:

The viewpoint of Rabbi Martin Zielonka of El Paso, Texas, as expressed in the September issue of THE ROTARIAN in connection with the Cleveland Convention impresses me very much, and confirms my belief that I was *not* the only delegate present who saw how futile it was for any one delegate, or any group of delegates from any one section to make any suggestions looking toward advancement of the cause of Rotary, or bring about any change in the method of doing things.

The outstanding ability of the men who, as chairmen of the various committees made the reports covering activities of such committees was unquestionable and why not, when the organization itself is supposed to be made up of leading business and professional men of the various countries in which it operates, but the papers read by them could just as well have been printed in THE ROTARIAN and in that way get before a larger proportion of the total membership, than could possibly be done in any other way.

Of course, the organization would lose the advertising effect, but we are not advertising for members. Just think what an immense amount of "Boys Work" could be done for the \$48,500 which went into the various channels which engulfed it and left nothing but a memory of crowds, and crowds, and crowds, and amplifiers.

The Pageant, so far as any actual results are concerned, was not worth \$2,000 of the \$20,000 paid for putting it on, and it was put on, at that, by a citizen of my own home town. As Rabbi Zielonka well says: "It was *not* a fellowship meeting where personal contacts and broader acquaintanceship would further the principles of Rotary, but a business meeting too big to do business on a democratic (Rotary) basis." The bracketed word is my own.

My experience at Cleveland was similar to one in the South just two years ago which I attended as a delegate—a convention of a very large and very powerful fraternal organization. In order that none but properly accredited delegates could vote, we

Letters discussing questions of special interest to Rotarians are invited by the Editors and as many as possible will be printed each month. Representing the personal opinions of the writers, the Editors and Publishers are not responsible for statements made.

were furnished with "Voting Credentials" which expressly stated that the election committee would detach the voting coupon at the time of the delegate casting his first vote and in all subsequent voting the delegate would have to exhibit the other portion of the Voting Credential to the election committee.

At least one hundred ballots were taken during the Convention on various questions affecting the conduct of the main organization, but *not once* were the delegates called on to cast an individual ballot and my "Voting Credential" is still intact, and I have it framed as a souvenir of a trip that cost my particular group about \$200.00, and from which they got no results except a report from the delegate, which included what I am repeating here.

Let me suggest that the unit of representation at our conventions be made to conform to the Districts, as now or hereafter laid down, that *one* representative be sent from each district (who shall not be the then acting or past district governor), that such representative speak from a knowledge of the whole district which he represents, and that all the work of the convention be carried on in due parliamentary form, but on the convention floor.

Details covering a reasonable time (not to exceed say 30 days) in which to acquaint the delegates with proposed changes from present practice could be easily arranged for and the results, I believe, would be more business done, better business done, and a healthy rivalry established in each district, as to which member had the greater ability and whose ambitions and business affairs would enable him to devote the most time to Rotary affairs.

JAMES MADDEN,  
Paterson, N. J.

### Conventions and Conferences

Editor, THE ROTARIAN:

Rabbi Zielonka's letter in THE ROTARIAN for September entitled "Was it worth the cost?" puts into print some ideas that have been smoldering in the back of my brain since I returned from the Cleveland Convention. Without repeating anything he has said, I want to endorse his letter and to add some observations that have occurred to me as a member of a young club in a small city.

Our city boasts of 5,000 people, and is a good example of a wide-awake town of that size in this section of the United States. Rotary has definitely decided to go into towns of this size, and smaller towns when they offer suitable material. Having visited several clubs in larger cities, I know that there is a definite field that Rotary can fill in the smaller cities, and that the need here for Rotary is in many ways greater than it is in the larger cities. Also, we can put on just as good Rotary programs and can be just as good Rotarians, with the proper effort and leadership. But, and this is a great big "but," we live on a different plane and must do things on a different scale. The rule of compulsory representation at International conventions was adopted when Rotary was composed of clubs in larger cities, which always had men that could afford the money, if not the time, to go to such conventions. In the small cities, the expense is more important. In our club of 35 men, not more than two could afford to bear the expense of a trip of 1,500 miles to attend a convention, and of course the spirit of Rotary would not be carried out if they went all of the time. When my club voted to send me, as retiring president, to Cleveland, and paid my railroad fare and hotel bills, they spent money that was badly needed to meet the needs of the many phases of Rotary effort that the club tries to follow, and I could not help feeling that any inspiration that I might be able to communicate to the club as a result of the trip did not justify the expense.

I would favor international conventions not closer together than three years. If it were not for the truly international feature of such conven-

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# EDITORIAL COMMENT



## *The Sixth Object*

THERE appears to be a strong sentiment throughout North America, Great Britain and Ireland, for the accomplishment of the Sixth Object of Rotary as soon as possible. But some Rotarians in these areas (where Rotary is so far advanced) forget that Rotary is not so far advanced in other countries, and that it is going to take time to organize clubs and develop Rotarians who not only intellectually understand the principles of Rotary but have had the practical experience with Rotary that North Americans and Britons have had.

What Rotary is today in Britain is the result of more than a dozen years of existence, and what it is in North America today is the result of two decades of existence. The rest of the world has got to have its chance to catch up so that we may go forward together, united in the Rotary ideal of service.

However it does not mean that we have got to wait two decades or even one decade. If we want to furnish the men,—capable, competent, experienced, reliable men, and provide the money necessary to securing and maintaining such men, we can help the growth and development of Rotary in the many nations to which it has now already spread, and it would be better to perfect Rotary where it now is than it would be to rush into other places and scatter seed more or less promiscuously.

The need of Rotary today is a dozen men to criss-cross the world in the service of Rotary, but they must be men who are first, qualified; second, experienced; and third, especially trained for their work. Among their qualifications must be a knowledge of various languages. A part of their experience must be service as an active worker, preferably as a secretary and as a president, in a successful Rotary club, and as a participant in inter-city meetings, District Conferences and International Conventions, and the training will require quite a little time.

Where are the men, and where is the money?

## *Vaccination and Knowledge*

EVERY once in a while we meet some man who has been vaccinated against knowledge. What scanty mental equipment he has apparently serves as an antidote and insures that he will get no more. His facts are all positive facts, and his prejudices serve him for facts because they are so completely his. He knows no doubts—no misgivings, and he is in the enviable state of having settled all the

affairs of earth to his own satisfaction. No matter what happens, he has a ready-to-wear theory somewhere in his mental wardrobe. He modestly admits that he can handle the affairs of his own country—or any other country—much better than those individuals to whom legislatures turn for guidance.

Whenever we meet a man of this sort we wonder why he is able to get so much satisfaction out of life without giving any in return. We realize that by some happy paradox his own immunity to distrust only serves to increase the uncertainties of his fellows. If it were possible to pierce his armour of half-truths his whole character would probably disintegrate—but platitudes protect him like the plates of an armadillo.

In short—this is an instance where vaccination is most successful when it does not “take.”

## *Linking Up the Farm*

THE rapidity with which agriculture is coming to be regarded not merely as a co-partner but as a component part of business is reflected in the results of a survey of the agricultural activities of local chambers of commerce by the Bureau of Agriculture of the Chamber of Commerce of the United States.

The survey shows that 175 of the 300 chambers responding to the questionnaire maintain agricultural committees or bureaus or have farmers on their boards of directors.

In some cases the agricultural committees are made up entirely of farmers. One committee is made up of 80 farmers and 40 business men. In other cases the farmers constitute the majority of the agricultural committee. And in still others the farmers are represented either directly or by the county agent.

One chamber of commerce has a bureau consisting of a fruit specialist, a livestock and dairy specialist and a farm and poultry expert all of whom are paid by the chamber.

The significance of this development among chambers of commerce is not merely that business is giving its attention to farming or that farmers are turning their attention to business, but that both meet on common ground.

In many cases farmers, bank directors, merchants, lawyers, teachers, physicians, insurance agents, foresters sit down at the same table to discuss the business problems of farming.

# Unusual Stories of Unusual Men

## Porter Loring— Enemy to Artificiality

By BERT J. McLEAN

**A**N advertising man from Boston met a San Antonian at the 1925 convention of the Associated Advertising Clubs at Houston and immediately after the introduction said:

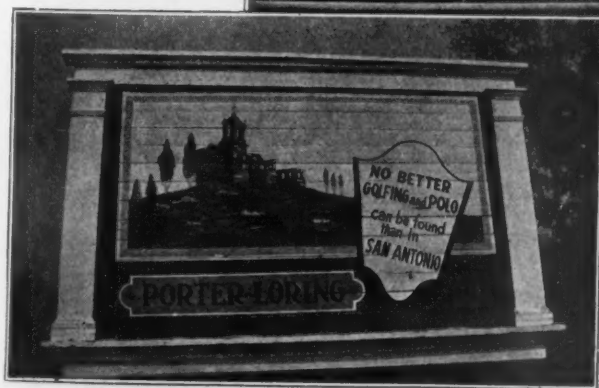
"There's something I want to ask you."

The San Antonian, expecting the usual request for information about the Alamo, or the city's famous park system, or its winter climate, told him to "fire away."

"Who and what is Porter Loring?" came the query from the Boston man. After he had been enlightened he explained:

"A friend of mine, who of course knows my interest in such things, was touring through Texas last winter and sent me a number of kodak pictures of handsome sign boards he found in and near San Antonio. Each board, besides an illustration, carried

Porter Loring is a San Antonio undertaker who earned success by unobtrusive advertising and a resolve to be sympathetic without being theatrical. He is a past president of the San Antonio Rotary club and has held office in many civic organizations. Two of his effective posters are reproduced below.



some information about your city and then the name 'Porter Loring,' with nothing whatever about his business. Tell me what it's all about."

It was easy for the San Antonio man to enlighten his questioner for Porter Loring's unusual advertising methods, his unusual personality manifested in many ways, and his success in elevating his profession to a higher plane both at home and abroad have made him an institution in San Antonio.

Mr. Loring is one of the most exten-

sive advertisers in his line in the United States succeeding where thousands of others have failed because of the unusual problems. The very handicap of being precluded from mentioning his business in his advertising acted as a spur to Mr. Loring. Surveying the difficulties he came to the conclusion that if he could place his name before the people constantly in a favorable light, curiosity and interest would discover his business to them in due time. Acting upon this theory, he has spent thousands of dollars annually on gift novelties, calendars, decorative prints, blotters and other desk accessories, mottoes, billboards, and a small amount of space in news-

papers. For several years he published and distributed a small inspirational magazine called "Nuggets."

Every piece of advertising is bought and placed under Mr. Loring's personal supervision and must undergo his tests. Is it high class? Is it in good taste? Will it make a favorable impression on those who see it? If it meets these requirements the name "Porter Loring" is placed upon it and it is sent forth.

The billboards mentioned above are placed upon the main highways into San Antonio. These boards are artistic, standing out from the usual ones both in message and in the illustration which accompanies it. A sample one bears these words: "San Antonio has more than 200,000 people, the best water in the world and lots of sunshine." A picture of one of the city's old spanish missions decorates this board and on the lower left side is the name "Porter Loring." There are ten in the series of large boards and all boost the city by telling interesting facts. Smaller signs are numerous along the highways all calling attention to scenic beauties or giving valuable information to motorists.

With the same good taste and unselfish spirit the gift and novelty advertising is distributed. Hundreds of homes in San Antonio contain beauti-

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# The Voter

Can have  
good  
government

Says

Carrington  
T. Marshall

Chief Justice of the Ohio Supreme Court and President of the International Association of Civitan Clubs.

**A**MONG the problems with which the government of the United States has to deal during this troublesome period, the one which contains the greatest menace is that of indifference to the duties and obligations of citizenship. All other problems would immediately fade into insignificance if there should be universal obedience to our duties and obligations as citizens.

No government of the people can rise far above the average intelligence, enlightenment, and education of its people, neither can those qualities manifest themselves in any government of the people, except through universal participation on the part of all the people in matters of government. The one point of contact which is universal to all citizens, in relation to the government, is that of the right of suffrage. And it is at this point of contact that indifference most clearly manifests itself.

We frequently elect and re-elect some corrupt party leader to office, without seeming to realize the economic blunder thus committed and without realizing that it exerts a degrading influence upon the moral sense of the entire community.

We frequently stand by and permit unscrupulous individuals to exploit the cities' franchises, and again we fail to see the economic blunder which inevitably results in increased taxes and which cheapens the moral self-respect of the people.

We fail to see that efficient government, honest public officials, and a sen-

sitive community conscience are essential foundations and backgrounds to good citizenship.

It is interesting to note the trend of this generation of Americans in the performance of this important public duty.

In 1896 McKinley was elected president and 80 per cent of all the people voted that year; in 1900 he was re-elected and only 75 per cent of the people voted that year. In 1908 Taft was elected president and only 66 per cent of the people voted. In 1912 Wilson was elected and only 62 per cent of the people voted. In 1920 less than 50 per cent of the people voted in the presidential election. This clearly indicates the growing indifference to the privilege of participation in government.

It is also interesting to make comparisons with other countries. In England the average percentage of attendance at the polls is 76 per cent of all qualified electors; in Germany it runs about 80 per cent; in Australia there is a 20-year average of 76 per cent; in Switzerland, 75 per cent; Canada, 70 per cent. America being



CARRINGTON T. MARSHALL

## To American Rotarians:

*THERE is a general election throughout the United States on November third. It is the solemn duty of every citizen to vote at that election. Representative government is a failure in any country where the citizens do not go to the polls. The best way to fight the plague of the "red" menace is to have the body politic healthy and strong. Exercising the right of suffrage is the first step.*

**VOTE ON  
NOVEMBER  
THIRD!**

the oldest republican government in the world, where universal suffrage has prevailed for 138 years, there is much food for speculation in the foregoing figures and comparisons.

It may be wondered whether the people are not becoming stale and weary of participation in public affairs. Democracy is on trial and unless better results can be obtained; unless there can be an awakening on the part of the people generally the permanence of the American form of government is in imminent danger.

Surely there can be no high ideals in popular government, when less than half of those who are eligible actively participate in the exercise of the ballot. Surely there is not an expression of the popular will in the choice of men and measures, neither does that choice represent the combined wisdom of all the people, when the affirmative vote is frequently less than 20 per cent of the entire electorate.

It suggests the case with which an organized minority may dominate the will and control the policies of an unwilling though indifferent and quiescent majority. It suggests the further possibility that many of our civic ills can be traced to an active, well-organized though selfish and arrogant minority.

There can be no doubt of the average intelligence of the American citizenship or of the soundness of public opinion, or of the fitness of the American people for self-government. There is, however, grave doubt whether the choices of men and (Continued on page 47)



## ROTARY CLUB ACTIVITIES



**HERE** you can walk over to Main Street, drop in at the sign of the Rotary flag, get your guest's badge, and make yourself at Home! The fellows are always glad to see you and to learn what your club is doing, and while you bend elbows over the luncheon table they will tell you about the best club in the best town in the best country in the World!

### Testing Ground For Ideas

WHEELING, W. VA.—Following the recommendations of Rotary International the Wheeling Rotarians impaneled a club council. Chairmen of the various committees meet with the directors and the officers of the club in an attempt to coordinate all club work. The council has no legislative powers but is valuable as a sort of sounding-board which enables the directors to ascertain the views of the membership at large.

The first meeting of the council resulted in a recommendation for an inter-city meeting as a means of developing closer contact with neighboring clubs and simultaneously securing the inspiration of talks by prominent Rotarians.

Otto Schenck, one of the Wheeling Rotarians, recently presented the local scouts with a new building which is proving an interesting addition to the scout camp. The boys have already brought many contributions to the exhibits in "Museum Hall" and in time this building will doubtless house a natural history collection worth visiting.

### Ask for Segregation of Young Offenders

VALPARAISO, CHILE.—Rotarians of Valparaiso have been studying the boys of their own and neighboring cities. Finding that Chilean youngsters, like those of other lands, occasionally get into serious trouble, the business men desire that the young offenders shall not be led into further lapses

through wrong association. Therefore the president of the Chilean Republic received a petition setting forth the desirability of separate courts for minors so that these boys and girls will not come into contact with the hardened criminals. It is hoped that a juvenile court system will be established.

### "Schoolmasters Will I Keep Within My House—"

AUGUSTA, MAINE.—The last echoes of song had died away and 158 men and women paid heed as the Rotary president introduced the speaker of the evening: "One time principal of Castine high school . . . several years a member of Portland school board. . . . has two children in the public schools. . . . therefore well qualified



Among the invitations showered on officers of the American fleet during their visit to Australia was one for a luncheon at the Rotary Club of Melbourne. Rear-Admirals R. H. Leigh and George R. Marvell were able to accept, but Admiral Robert E. Coontz was indisposed so contented himself with sending his Rotary badge and a message to the gathering pictured here. When the fleet weighed anchors the battleships carried away sundry mascot wallabies, and perhaps one or two of the vivid Australian parrots and cockatoos which had greatly interested the American sailors.



In Rotary the year's work is outlined at the annual international convention; discussed by the district governors at the annual council meeting; and by them carried to the presidents and secretaries of clubs at the executive conferences which are held in their respective districts. Some fifty such conferences were held this year. The one pictured here is that of the Second District held at Santa Monica, California, in September. At the left (inset) is the Governor of the Second district, Thomas B. Bridges, of Oakland, California.

to address this audience on the subject of teachers' responsibility. . . . take great pleasure in presenting . . . Ralph O. Brewster, governor of the State of Maine."

The assembled Rotarians and pedagogues listened, learned of great need for the right sort of instruction, learned also that in Soviet Russia teaching is the highest paid profession, that in many instances American teachers found their reward to be more spiritual than material, that atheist tendencies are bad for youth—could be combatted by right moral precepts—but that it is not certain how far the public schools can go with such teaching.

Later there were songs, "stunts," general introductions. The entire teaching force of Augusta turned homeward feeling that their efforts were not unappreciated. Rotarians reflected that even one's own children could be a trial at times, resolved to take more active interest in schools.

#### **Another Cup for Some Club's Office**

LONDON, ONTARIO.—The 23rd District Bulletin for September contains a picture of the governor's cup which will be awarded to the club in that district which does most to promote rural and urban cooperation. No stipulations are laid down as to methods—results are the thing. Judges will be appointed later to decide which club deserves the cup and the award will be made at the district conference in April.

This issue of the bulletin also tells a story with a kick in it. It seems that once a Rotary entertainment committee introduced a man with a performing mule. The club watched, applauded. Some member, seeing a chance for a little broad humor, gravely urged that the mule be granted honorary membership. Came the question of classification. Some other member suggested that the mule be taken in as "additional active member" with the same classification as the person making the original motion.

#### **Classification Clubs Hear Address on Constitution**

TRINIDAD, COLO.—One hundred and thirty-eight years ago the United States acquired a Constitution. This document—much discussed by the political scientists—came in for fresh praise delivered by Judge A. W. McHendrie. Assembled Lions, Kiwanians, Rotarians gave heed, the Country Club echoed with their applause.

#### **"Every Aster in My Hand Goes Home Loaded with a Thought"**

WEST LIBERTY, IOWA. — "Patrol, 'tenSHUN! S-l-o-p-e rakes! Forward, march!" The Scout patrol shouldered rakes and spades and swung smartly off towards the big vacant lot. The patrol halted, fell out, went to work. In short order there was a plot a hundred feet square, all dug and raked, ready for the planting.

That night, and one other night, groups of West Liberty Rotarians moved up and down the plot leaving rows of bulbs and seedlings to mark their passage. Time passed, and after a while the brown earth was covered with green, then came the flowers.

But the flowers did not stay to delight the local citizenry. Early each Friday morning came Rotarians with knives and shears. The clipped blooms were gathered into bouquets, packed in damp paper, placed in large pasteboard boxes, taken aboard waiting automobiles. Sixteen miles away was the Iowa Crippled Children Hospital, where twelve flower vases and numerous pitchers were being refilled ready for the weekly display.

Other citizens became interested, now the Rotarians are delivering from two to three hundred bouquets each Friday—and expect to keep it up until frost intervenes. Next year! Well, next year there will still be seeds of kindness.

#### **Have Invested \$5,000 In Camp**

HARRISONBURG, VA.—Ever since its organization five years ago the local Rotary club has operated a camp on the Shenandoah river. Three two-week periods for boys and one for girls made it possible for the camp to serve two hundred boys and about seventy-five girls this past season. New frame tent houses and other equipment brought the club's investment in the camp to a total of \$5,000.

This club has also held seven or eight crippled-children clinics and has sent some thirty children to the University of Virginia Hospital, supplied braces and other materials to help their recovery.

#### **Advertising Education Proves Effective**

NEW ORLEANS, LA.—Twenty bill boards appeared in various parts of this city. "Go to school"—was their terse advice to young New Orleans—



"your future depends on education." The twenty posters, \$500 donation of a local Rotarian, were part of a campaign sponsored by the Rotary Boys Work committee. Editorials, articles, cartoons, in the local press supplemented the advice, the club's student-leon fund pointed the way for some boys who could not otherwise have secured the necessary education. The Rotarian superintendent of public schools declared that the campaign was effective.

### **Want Battlefield for National Park**

MECHANICVILLE, N. Y.—Congressmen, newspapermen, historians, Rotarians, and other interested citizens of New York State made a pilgrimage to Saratoga on the occasion of the 148th anniversary of the defeat of Burgoyne. Numerous speeches were made, support was pledged for a projected national park which shall include the historic spots of the vicinity. State and national action to this end was urged, there was talk of appropriations of one million, two million dollars. The names of Adolph S. Ochs, owner and publisher of the New York Times; Elihu Root, and Governor Smith were mentioned in connection with a suggested national commission.

Rotarians of Mechanicville under the leadership of their president and

mayor are the sponsors of the movement, and it is their hope that by the sesquicentennial of the battle the historic ground will have passed into the keeping of the nation.

### **Three Hundred Attend Inter-City Picnic**

TAMAQUA, PA.—Rotarians and Rotary Anns of the 51st District locked up homes, cranked cars, whirled off to Lakeside Park. High school athletes from various towns were marshaled by committee men of the respective Rotary clubs, proceeded to exhibit brawn, endurance, agility. Three hundred Rotarians and their ladies observed, applauded, calculated points. When the dust settled, Tamaqua, Pa., youngsters carried off the honors with Mahanoy City second. Everyone adjourned to the pavilion restaurant, tackled box luncheons, exchanged congratulations. Later there was dancing, community songs.

It was decided to make the district Rotary picnic an annual affair.

### **Hold 107 Consecutive 100 Per Cent Meetings**

PURCELL, OKLA.—A letter from the secretary of this club states: "We are still doing our Rotary as best we know how and at the same time have marked up our 107th consecutive one-hundred-per-cent meeting."

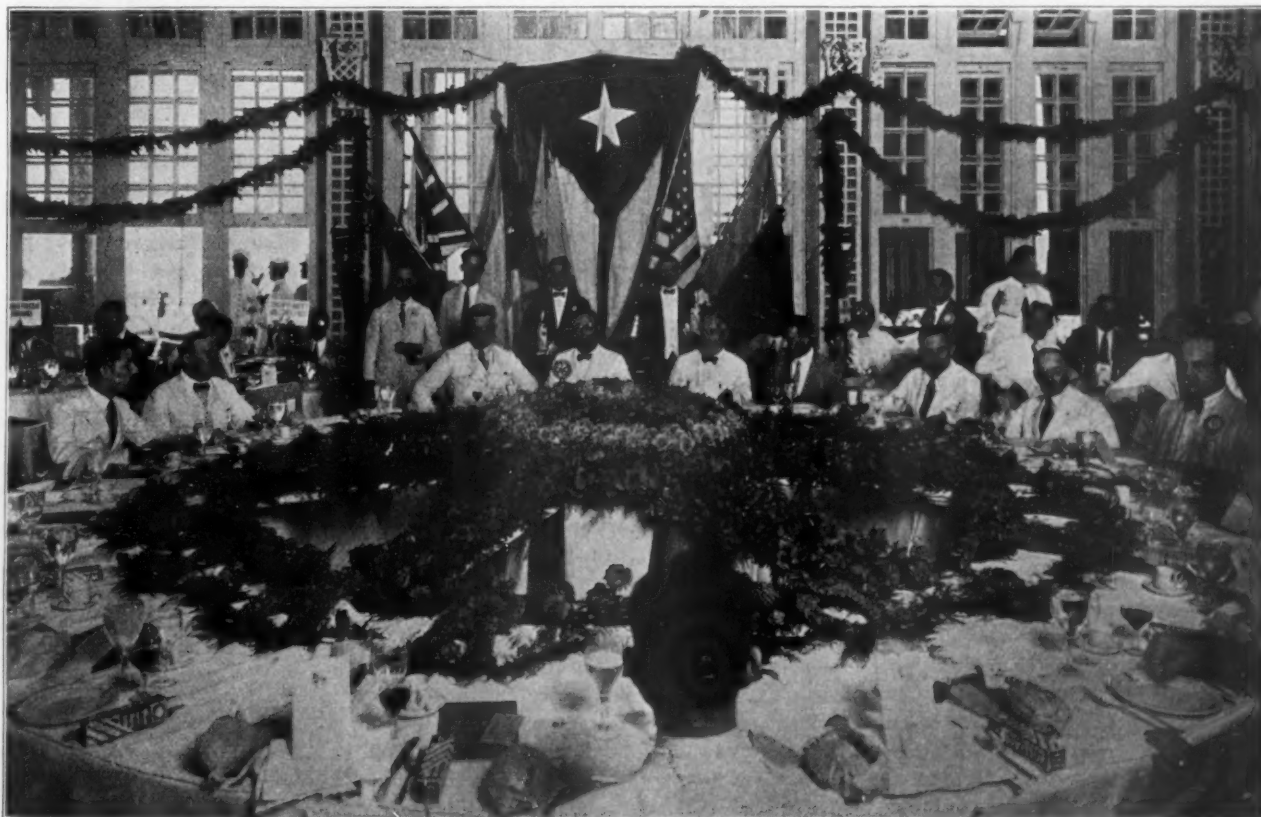
That's a mark worth shooting at—and about the only other club we know of that might beat it would be Stoneham, Massachusetts. The Stoneham club had recorded an even century of 100 per cent consecutive meetings when the Weekly Letter of March 2nd went to press. More have been added since, and it is our belief that the New England club has about 117 such meetings to date—even though the run was broken recently.

### **Vermont Clubs Hold Annual Field Day**

BURLINGTON, VERMONT.—Members of the eleven Vermont Rotary clubs gathered up their sports paraphernalia and descended to the shores of Lake Champlain, where the Burlington club had arranged for the first annual field day. The host club had provided eleven prizes for golfers—but five of the eleven never left Burlington. Not content with this the host club also annexed the "barnyard golf" tournament and made a good showing in the swimming, bridge, and fishing. There was a beefsteak dinner too—but apparently that was a no-decision event.

### **Education Program Keeps Members Interested**

FORT SMITH, ARK.—One feature of the programs arranged by the local Rotary club for the current year is the series of five-minute talks on Rotary



Havana Rotarians have held many interesting meetings but few more so than this one at which General Gerardo Machado, President of Cuba, became an honorary member of their club. The Cuban president is seated at the head of the table just below the Union Jack.

education. These talks are given each week by the various members. Two members are assigned to each topic, one a principal, the other an alternate. Neither speaker knows the identity of the other and hence both members are prepared. Occasionally both members have a chance to talk. It has been found that these brief discussions stimulate interest in the club's purpose and activities. Later in the year the Fort Smith club plans to have a Rotary "school" and thus summarize the talks.

### **Vallejo Wins Trophy For Civic Work**

RICHMOND, CALIFORNIA.—The inter-city meeting of Rotary clubs was in full swing. Orators of varying personality took tentative sips of ice water, surreptitiously swallowed throat tablets. Presently it was announced that the "home-town speaking contest" would commence. There were entries from Berkeley, Richmond, Vallejo, Napa, Santa Rosa, Petaluma, and San Rafael. The five-minute men cleared their throats, fingered their ties, and went into action—the subject being "what my club has done for my town." Large and noisy supporting sections declared that the oratory was effective, the three judges were non-committal. When the tide of words had rolled by the judges conferred, decided. "Pat" O'Hara of Val-

lejo was declared to have made the winning speech. The 16-inch silver cup offered as a prize by the Richmond hosts was accordingly delivered to the Vallejo delegation.

Under the rules the cup must be put up each year and contested for in the home of the last winner. Any club winning the trophy three times gets permanent possession of it and must offer another cup to perpetuate the contest.

### **Fire Chiefs' Talks Show Need for Co-operation**

VANCOUVER, B. C.—In recognition of "Fire Prevention Week" the local Rotary club had a special program which included talks by an insurance man, the chief of the fire department, and the chief fire warden. The chief warden used a model to show how an alarm is turned in and how it is received. It was found that many did not know how to turn in an alarm, nor did they know the location of the alarm box nearest their residences. Perhaps other clubs might like to try this test on their members.

### **Lord Mayor at Opening of "Rotary House"**

BRISTOL, ENGLAND.—A new chapter in the interesting history of Bristol Rotary started on July 18th when the

Lord Mayor officiated at the formal opening of the new club premises in Colston Street. The local club has purchased a building and made suitable alterations which will provide a large hall and spacious kitchens for use in connection with the regular luncheons as well as a lounge, council room, and club office. The remainder of the premises is rented to various business organizations. The Venture Club, an organization of business women, will share the advantages of "Rotary House."

Bristol Rotarians believe that their club is one of the first—if not the first—to own its meeting-place.

### **Stress School Needs and International Friendship**

BERKELEY, CAL.—The Rotary Club of Berkeley recently entertained the presidents and secretaries of the parent-teacher associations of twenty-three public schools. The program stressed the desirability and the proposed methods of various school improvements and extensions. The same day the club extended honorary membership to Ahmed Hassan of Egypt, the president of the Cosmopolitan Club of the University of California in which 36 nations are represented. The Rotary president seized his opportunity to stress the sixth object and the cosmopolitan ideals outlined at Cleveland.

## **Among Our Letters**

(Continued from page 27.)

tions, and the lesson that the American delegates learn from the foreigners, rather than what the foreigners learn from us, I would favor abolishing them altogether. As a substitute I suggest compulsory attendance at district conferences by at least 15 per cent of the membership of all clubs located within 350 miles of the conference, and attendance by at least one representative from all clubs.

W. W. PLATT,  
Alamosa, Colo.

### **ROTARY AND LAW AND ORDER**

Editor, THE ROTARIAN:

I cannot possibly agree with Frank W. Smith whose letter was published in the October issue of THE ROTARIAN.

After having taken a more or less active interest in public movements for many years I am of the opinion that the success of Rotary is due in a large measure to the fact that Rotary, as an organization, sponsors so few movements, and I firmly believe that to make any attempt to make Rotary

an organized force for law and order would be to seriously hamper the Rotary movement.

In his article Mr. Smith says some mighty good things and speaks some great truths; however I cannot help but think that to adopt the method he advocates would hinder rather than help. There is little doubt but what many men would remain out of Rotary if it should be turned into any sort of law and order movement, while under the present rules they come into fellowship with Rotary and, catching the Rotary vision, are improved individually, enabling them to go out as individuals into Sunday School and church work, civic work, as city and school officials, as well as in organizations having for their object the improvement of moral conditions.

I have, at several different times, been identified with organizations to foster law and order and have yet to see one which ever accomplished results to any great extent. Improved conditions can only come through the

natural channels of city, county and state law enforcement bodies, and this hinges upon the type of men elected to public office. Whenever any organization starts on this track it becomes a question of politics and is close to the dissolution point.

If Rotary makes better men of its members these men will go out and accomplish results, whereas if the attempt is made as an organization it can only result in failure.

Men refuse to be bound politically by an organization but if they have the proper vision they can bring about the necessary changes within the political party with which they are affiliated.

I, too, am 100 per cent for law and order; also I am 100 per cent for Rotary and I fail to see wherein the change would benefit the law and order movement, while I do see where it would be detrimental to Rotary.

J. B. MILLER,  
Elk City, Okla.

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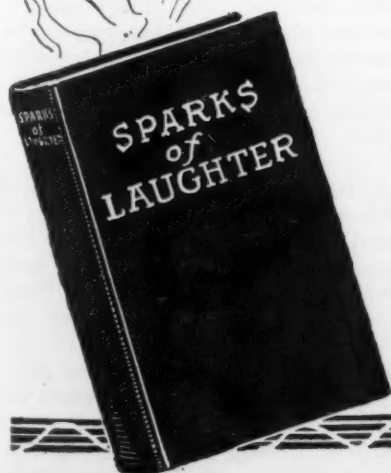
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## Football: Yesterday and Today

(Continued from page 13.)

of the various units of the American military and naval service lauded it not only as a conditioner of men but a sport which taught the contestants self-reliance, courage, and devotion to a common cause.

Since 1905, the last year of the five-yard rule and the pushing and pulling of the man with the ball, many other great players came over the gridiron horizon. Pages could be devoted to the stars who have helped to increase interest in football since 1905.

In 1906, the first year of the forward pass, eastern coaches were afraid to take chances with the play. They held to the old idea of retaining possession of the oval until forced to kick. Coaches in the middle west were just the opposite. They took to the play immediately, developed it quickly and made the most of its possibilities. In fact, it is admitted the west is still in advance of the east in this department of play.

The far west, having discarded the rugby game, took to the intercollegiate game and developed it quickly. California secured the services of Andy Smith, the former Pennsylvania player, and the Golden Bears began to show superiority on the coast. On the first day of 1921, California defeated Ohio State, the western conference champion, by a one-sided score. In this game, Muller shot a 43-yard forward pass to his end. The play came at an opportune time and was the turning point of a struggle which attracted country-wide attention.

Other far western institutions were quick to follow California's lead in securing competent mentors. Leland Stanford signed Glenn "Pop" Warner, one of the most efficient coaches in the game, while Southern California has secured the services of Howard Jones, former Yale player and successful coach at Iowa. Bill Spaulding, who coached at Minnesota last year, has become director of athletics and football coach at the University of California, Southern Branch, located in Los Angeles.

WHILE it is a known fact that a coach is like a carpenter in that he must have tools to work with, the fact remains that certain mentors are more successful than others. A. A. Stagg has been coaching at Chicago for thirty-four straight years. His success has always rested with the development of a line to give his backs the necessary support. It is a well-known point in football that a line has made many great backfield players but the

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star ball carriers never made a great lineman. It is also an established fact that the team with the stronger line will defeat the team with the better backs the majority of times.

Fielding H. Yost of Michigan was one of the first to realize the possibilities of the forward pass and soon had a long passing game which Wolverine opponents had trouble to stop. The same was true of Dr. Williams when he was at Minnesota. "Pop" Warner, however, was among the leaders in the development of the forward pass in the east when he coached the Carlisle Indians. Warner's plays were copied and used by other coaches throughout the nation and his famous reverse play is still used by many of the leading elevens.

During the many years football has been played, some sort of rules had to be adopted to prevent the playing of "ringers." Uniform scholastic standards had to be recognized and the tramp athlete had to be dealt with. Such unfavorable situations led in some cases to the formation of agreements between certain institutions. In some sections such as the middle west, the western conference was formed and the Missouri Valley conference west of the Mississippi river. Then came the Pacific Coast conference.

Rules were adopted to clarify the unsatisfactory situations. The freshman rule was put into effect, barring an athlete from intercollegiate competition in his first year. Then came the migratory rule which made it imperative for an athlete to be in school for one year before he was eligible for competition after leaving some other school. Dates for the opening of football practice were established and in many other ways, the distasteful angles of college sports were eliminated.

In the western conference, Major John L. Griffith acts as athletic commissioner. He entertains all protests, investigates any professional charges preferred against any Big Ten athletes and in many other ways settles disputed points which in former years caused bad feeling between various institutions. He sits in at all closed meetings of the athletic directors when points of ruling and the eligibility of players and other questions are discussed. Satisfactory results are thus obtained without such decisions being distasteful to those directly concerned.

SINCE 1905, the caliber of the football player has advanced. In the great majority of cases, the gridiron star steps into some business and there are very few who have not made good in some walk of life. This is especially true of the western conference, according to Commissioner Griffith, who maintains that the earning power of the graduated football player is great-



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er than that of the student who leaves college with the highest scholastic honors.

As the present season is well under way, interest of the fans is centered around Harold Grange the great Illinois halfback. The intersectional games are also attracting countrywide attention and the dyed-in-the-wool enthusiasts will have enough material for vigorous arguments during the long winter nights when the games will be played over hundreds and hundreds of times, the "ifs" and "buts" causing many near-fistic combats.

While American Intercollegiate football struggles attract gigantic crowds, which in some cases, run over 80,000, these gatherings are not as large as

those at some of the more important soccer contests in England. These splendidly fought contests between the leading teams in England have attracted crowds numbering well over 100,000.

American Intercollegiate football, however, is fast threatening baseball as the National pastime. While the season is short and only a limited number of games played, it is safe to say universal interest is more tense during the two months of play than over any similar period of time that baseball commands public interest. Football will continue to grow, more huge stadiums will be built, and more interest displayed if the game is properly regulated by those vested with the proper authority.

## Barcarolle

(Continued from page 10.)

overhung, and rocky grottoes invited. Here they had lunch, M'sieu first stripping and plunging in the cool depths of a pool near a small waterfall. Damase, making ready the meal, paused often to watch. The man clambered up the rocky side of the little fall, poised himself in naked grace upon the topmost jutting, raised his hands like a lesser god invoking some superior deity, and plunged downward, a flying white arrow piercing the green heart of the deep pool in which the falling water lost itself.

And Damase remembered, with a sudden sense of inevitable fate. . . .

So, one day, by a thousandth chance, in a ramble through an unfrequented waterway near his own home, he had come upon a goddess such as this. He had known, of course, that the old house, relic of still earlier pioneers, was once more occupied by the family of Duhamel. As yet he had met none of them. Intuitively he knew this one to be Yvette. Of her beauty he had heard rumour—and laughed as a boy will at his age, for they had told him: "She will be for you, Damase. You are the only eligible of about her age!"

Transfixed he had stared through a screen of bushes and interlacing trees, upon the secluded pool, and upon a white apparition suddenly appearing on a height above, poising with incredible daintiness, and plunging cleanly into the depths. Then, confused and overcome, he had fled away. If he had never pressed his suit in words since, it was memory of that day that halted him. Slim goddess of the summer pool!—who was he, ungainly Damase, to mate with her? And now he knew he was right. Here was her mate! As parts of a picture so they fitted. This was the thing that he had always known, and feared would happen!

Damase's eyes filled with boyish tears again; but there was renunciation in them. He hurried the meal. He told himself now he had won! For Yvette's sake, M'sieu should return. Her love was great enough to kill this evil thing in his heart.

They ate, companionably enough. M'sieu chided him on his lack of appetite. They lay stretched out upon a mossy, shaded bank, the voice of the waterfall in their ears pleasantly. M'sieu's pipe was fragrant.

"Well, Damase, when shall we push on? All aboard for home—and Yvette, eh?"

Damase started; controlled himself.

"Come, now Damase,"—M'sieu nudged him gently,—"confess that you, too, worship at this shrine! . . . Well, if not you're slow. Someday, Damase, the outside world will take her back." M'sieu lay back on his arms, and mused. Then he sat up, and took his pipe from his mouth, and said, very seriously: "What think you, Damase? Would Yvette take it kindly if I asked her to return with me? You know her well enough to answer that!"

M'sieu's face was very grave.

Oh, the good God, why would He not stop M'sieu from speaking? Where was renunciation now? In the face of this actuality gone—gone!

"She is hardly—your kind, M'sieu!" he stammered. Ah, but Damase didn't believe that! This was the inevitable thing! This was the mate that should come, a god for this goddess.

"I think," said M'sieu musingly, "I think the city would suit her well, and ribbons and clothes and all the fol-de-rols. I think, Damase, it would be well for me to take her!"

Oh, the good God, why did he let M'sieu speak so—with such insolent assurance, as if he had but to speak after



all and she would go? Aye, so she would. Damase remembered her eyes as she gazed at M'sieu when he sang. She would go. And he, Damase—

"Come," he said shortly, rising. "We will get nowhere if we do not make a start!"

## V.

DOWN stream with the current again. And now it was Damase whose muscles worked swiftly and surely under his leathery skin, as if by prowess of the paddle, he could outstrip the bitter tempter lodged in his heart. Ah, but if only he could outstrip the falling dusk! For who would believe that by daylight the deft Damase could fail to bring his craft and passenger safe through the white and treacherous waters of the Rapides du Nord? But after dusk . . . Well, it was said that after dusk none could assay the passage safely . . . and there were ways of doing the evil thing, and a greater marsh beyond, where a body might lie long, undiscovered, floating whitely among the rushes, with its sightless eyes and white face upturned to the sun by day and the moon by night!

For a time, renewed by the swim and the food and the resting, M'sieu, too, paddled with renewed energy, his muscles supple again, but they began to labour as the rim of the world moved up against the sun.

And now a wind set in against them, so that the friendly current no longer counted as it should. A warm wind it was, like the breath of an eastern furnace, for they had the west behind them now, where the sun and the horizon hurried to their meeting. This wind was a fire of hell to Damase, whose simple mind conceived, indeed, a devil literally in it, a malicious, grinning devil, who though he said not aloud: "Keep back! Go slow! You must not reach the white water till the tempting, covering darkness comes!" breathed out his baleful message with the hot breath of his nostrils.

When the boy, panic-stricken at the creeping fire in his veins, cried out: "M'sieu, it is suffocating! Let us make the last bit to-morrow!", the man in the bow turned around to say: "No, no, Damase, it will be cooler presently with evening. The sun's getting low already. And you forget Yvette, Damase. You forget Yvette!"

Oh, the good God, why did he not stop this man's provoking tongue?

THE sun lay level now across the waters and the flat lands, timbered with low scrub, stunted in the rocky soil. Ahead lay rising ground again, at sight of which Damase caught a painful breath, not without its intoxicating thrill. He glanced back at the sun, and

forward again. Yonder lay the canyon-like Rapides du Nord. Impossible to reach them before dusk. And after dusk one should not risk the passage.

But he—he knew just how the thing, his thing, could be done. No, no, please the good God, not that! But God seemed far away, and the hot breath from the east was from the nostrils of the evil one. The current swept them on, for it grew swifter here. And suddenly Damase realized that the wind from the east had ceased, that they were making their own slight breeze; indeed, that now it had turned and blew fitfully, but with refreshing coolness, from the west.

"That's better," called M'sieu, cheerfully, "now we shall get home comfortably!"

Swift, swift the water now, and no wind to oppose. Any relief Damase had felt died quickly. If the hot baffling breath was not ahead, delaying them till dusk had come; now there was a power behind, invincible, inevitable, driving them on. Down with the current! Their paddles seemed to count for little, the stream had its way with them.

Oh, but the evil one was not in the wind now; he was in the water, smooth, gliding water, impelling them forward! Damase saw that. The devil was not

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in the wind or the waters but in his heart. For he had no desire to land and make camp. The canyon-like place yawned ahead; he could catch the first glimpse of the white manes of the waters tossing in the dusk.

For love of Yvette, Damase! This man was made for her. What love is this that would not sacrifice and take him back?

"M'sieu!" His voice was faint. He spoke again. "M'sieu! It is dangerous to risk it after dark. We had better camp here. It is our last chance to stop. Round the next point there is no stopping!"

"I am not afraid, Damase!"  
"But yes, M'sieu! I cannot promise to guide you safely!"

"Are you afraid?"

"Not for myself!"

"It is possible to make it?"

"Possible!"

"A good chance?"

"With any luck."

"Then let us go ahead."

"But if anything happens to M'sieu—"

"Tell them I took the risk myself!"

So he could! So he would! And speak the truth about it to—salve his conscience a bit.

Then Damase knew the devil would have his way with him. And the fierce joy of surrender to a greater power flooded him with murderous lust.

## VI.

They passed the point. No sign of turmoil or of danger here. On either side the mountains rose up sheer, upon high rocky bases, between which the flood was caught into a solid mass of water. Only when one forgot the mountains and looked at the shore line, did the thing grip the heart with awe. The waters were held in, but not tamed. The leash would soon be slipped; then watch them leap forward to snarl at the rocky ledges that still stood in their way to freedom!

Between these walls the dusk lay close, and the silence was intense. The sound of the waters below was an overtone that had nothing to do with this silence. This silence was of the evening hour; the peace of nature that stilled the songs of birds on the mountain slopes above; the peace of eternity that throbbed beyond the sunset hour; the peace of the hills that towered above.

The hills! The waters were hushed in their presence. The waters were restrained. They hurried by silently, as if their devilish raging was reproached by the tranquil hills. They bore with them to the white waters, two men in a frail craft.

Damase called in a strained voice: "Leave it to me now, M'sieu!"

The quarrel was on; the issue joined—water and rocks, raging, foaming, roaring.

Damase sat there in the stern, coolly enough. Coolly, because for the moment his mind was all on his work; and his heart sang with the joy of conquest over natural forces. His pulse leaped then. If only Yvette could see him now! Yvette! Yvette!

M'sieu in the bow there, brave as a god, too, facing homewards to her!

There was the ledge beyond, the ledge he had in fancy seen all day, and the jutting tree—quite shallow from there to land, scarcely a wetting to make it! A clever twist and the thing would be done . . . himself clinging securely to the tree, the canoe and the man swept to swift destruction. An accident, for which M'sieu took the risk. He would tell them that, and it was truth. Easy! Easy!

No one to see it. No witnesses but the hills!

Like flashing spears the words pierced his mind.

"Unto the hills around do I lift up

My longing eyes,

Oh, whence for me shall my salvation come,

From whence arise?"

Ah, the hills, Damase—what help in



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City \_\_\_\_\_

State \_\_\_\_\_

them now? They will look on in silent witness, and see this evil done, and never tell. They will look on, their tranquillity undisturbed, and in the morning, while a white-faced corpse lies in the rushes of the marshland below, well hidden, they will be full of the singing of birds.

Oh, the good God, Damase is lost in the dark flood of his jealous lust! No strength of will is in him. He can lift his heart in a last fight with evil, but not his eyes, for they are busy with the waters and the approaching ledge. . . .

What was that red light in the waters, thrusting aside the darkness? Red as blood! Red as jealous lust!

Damase shivered, but his eyes instinctively looked up. Caught on an overshadowing peak, where the barren granite stood boldly up, was an amazing glow. The setting sun, looking up through a notch in the rim of the world, bathed this hill-top in celestial light. Dimly he was aware that the dancing foam was all about him, jewelled in the ruby glow.

Fascinated, he stared at the beauty of the hills.

"Damase! Damase! A ledge of rock ahead. Whew! that was close!"

They were past! Past while the radiance still dazzled him! Damase stared, white-faced, at the retreating ledge. Then he settled down to the task ahead.

"Yes, M'sieu," he said, lips trembling, "it was close! But the worst danger is now over!"

#### VII.

M'sieu was laughing to the group in the Duhamel home. Quite boldly, before them all, he told of the exploit of Damase. And Damase, overcome, did not raise his eyes to see the rapt face of Yvette who watched M'sieu breathlessly as he told the tale.

"I had no idea it was such a business!" laughed M'sieu. "Well, mam'selle, I brought him through dangerous waters, but I promised I'd bring him safely home, Yvette, didn't I?"

Yvette was rosy red. As for Damase, he stood like a numbskull though M'sieu, it seems, motioned the others away, and left the stage clear for the thing.

M'sieu took Damase by the shoulder, almost hissing at him: "You poor fool, speak up now, or I will run off with her! I've done my best to bring you to the point all day, because I saw how things were. Good lord, if you don't believe me, look at the girl yourself!"

Then Damase looked up; whereat M'sieu nodded his satisfaction and went out to light his pipe. And Damase saw the eyes of Yvette, that they were like the tender pools of the river, and as inviting; and saw her face, that it was as rosy as the hill-top kissed by the belated sun.

#### RIVALS THE BEAUTY OF

Red and Black Color Combination



#### THE SCARLET TANGAR

Reg. Trade Mark U.S. Pat. Office

*- still has the original point and is giving good service -*



## Here Comes This Letter After 31 Years

*Written With a Parker Pen  
In Use All That Time*

—and used by hundreds of hands

AUTOMOBILES and Parker Duofold Pens had not yet been given to the world, when one July day in 1894, H. M. Cracroft bought his Parker "Lucky Curve" Pen.

Yet that same Parker still writes his letters; and, he says in writing to us recently, "still has its original point and is giving good service after 31 years' continuous service." We are frequently hearing of similar cases.

Now if Geo. S. Parker pens of the 80's and 90's are still on the job, isn't it safe to suppose that his super-pen, the Parker Duofold, will outlast whoever buys it?

The 25-year point—the Hand-size Grip—the Over-size Ink-capacity—the Press Button Filler—the free-swinging Balance—and the black-tipped lacquer-red barrel, so handsome to own and hard to mislay.

Good pen counters wouldn't be without it.



**Parker** LUCKY CURVE OVER-SIZE  
**Duofold** \$7  
With The 25 Year Point  
Duofold Jr. \$5 Intermediate size  
Lady Duofold \$5 With ring for chatelaine

THE PARKER PEN CO., JANESVILLE, WISCONSIN

COMMERCIAL AND INDUSTRIAL  
REAL ESTATE IN NEW ENGLAND  
BOUGHT—SOLD—FINANCED  
(Confidential Intermediary)

GEO. H. COOPER  
Agricultural Bank Bldg. Pittsfield, Mass.

#### Surely, You Write SOME!

Every business, advertising man or writer needs Ridderhand; the extremely easy-to-learn semi-short-hand. Immediately usable. Means easier, quicker, BETTER writing. Book \$2.00 postpaid or ask for folder. Order now and I'll include "Building Better Business Letters" free.

James R. Cutler, Reading, Pa.

**PATENTS**  
REGISTERED PATENT ATTORNEY SINCE 1905  
CHARLES W. LOVETT, 222 BLDG., LYNN, MASS.  
SEND FOR FREE BOOKLET

The Lifetime Refrigerator  
**White Mountain Refrigerators**

The Chest with the Chill in It  
The Maine Manufacturing Co.

Nashua  
New Hampshire  
I. Frank Stevens

IN MONTREAL The Rotary Club Meets  
on Tuesdays, 12:45, at

**THE Windsor**

ON DOMINION SQUARE  
JOHN DAVIDSON, Manager



**ROTARY SEALS**  
Gummed Paper 23K Gold Face in Official Colors

\$1.00 per 100 \$7.50 per 1000  
International Hatters Supply Co., Inc.  
14 West 4th Street New York, N. Y.



# The Ingersoll DOLLAR STROPPER

100 to 300 Shaves  
From Every Blade

ROBT. H. INGERSOLL, to whom the world owes the Dollar Watch and the first line of low priced dependable watches, is now bringing before the American public another article of great economic value—the INGERSOLL DOLLAR STROPPING OUTFIT, an ingenious invention for re-sharpening all makes of safety razor blades. Makes every blade good for 100 to 300 perfect shaves.



Saves  
\$5 to \$10  
a Year

The INGERSOLL DOLLAR STROPPER is constructed on an entirely new principle. It is so designed as to automatically bring the edge of the blade in contact with the leather strop at the proper angle, thus insuring a keen cutting edge. It can be used by anyone without skill or practice. The user cannot fail to get a supersharp edge. Thousands already know the joys of better shaves through this wonderful device.

## WANTED

This clever invention is meeting with nation-wide approval—in fact it is sweeping the country. We want good men to present it to the millions of men who are just waiting for it. No experience required. Sells at sight. Write for agents' terms.

Best and cleanest shaves you ever had, return it and we will return your \$1, at once.

## Ten Days' Trial

Proves the Ingersoll Stropping Outfit is all we say for it. It costs no more than a few blades and by resharpening dull blades will save you from \$5 to \$10 a year. Send \$1.00 for complete outfit, including patent Strop (blade holder) and fine leather Strop. Use it 10 days and if you do not get the most comfortable, quick-

Robt. H. Ingersoll, Pres., New Era Mfg. Co.  
Dept. 4511, 476 Broadway, N. Y. C.

I enclose \$1 for which send me one Ingersoll Dollar Stropping Outfit complete, including the Ingersoll Specially Prepared Leather Strop. It is understood that I can return the Outfit in 10 days if not satisfied, and that you will return my dollar.

Name.....

Address.....

Make of Razor Used.....

☐ If interested in Agents' proposition, check here.

**Fiberstok**  
**RED**

**PARTITION ENVELOPES**  
for Carrying and Filing Important Papers.  
On the street—at home—or in the office.  
Provides protection from soil or wear.  
"They Last Longer!"  
National Fiberstok Envelope Company  
429 Moyer Street—Philadelphia  
At Your Stationers or Write for Sample

## Your Friend, the Banker

(Continued from page 17)

lack of promptness in the payment of interest, or in taking care or notes when they mature, almost invariably count against the customer. Promptness and thoughtfulness in all of these matters are essential if the patron is to get the best cooperation. The banker desires that each borrowing customer's account should carry sufficient balances to provide the corporation with an adequate supply of funds to meet ordinary expenses, which, at the same time, serve as a premium to assure a definite line of credit for the customer. Moreover, such balances help the bank to keep its assets liquid to meet any emergency.

The business man, therefore, must, in a straightforward manner, sell himself and his products and plans to his banker, so that there will be a complete understanding on the part of each. The banker, to act fairly for the best interests of its stockholders and depositors, as well as for the best interests of the borrower, must be able to view the situation accurately and in detail, so that he can act carefully on the basis of sound knowledge. The business man, seeing this point of view, can thereby place his case clearly and definitely before his banker, so that he can sell himself and his corporation to the bank, and thereby get the best possible financial cooperation, and the service such a customer can get extends far beyond a line of credit.

The modern bank serves its customers in many ways: A credit department is ready to cooperate in supplying data on local or out-of-town firms and individuals; the officers, with their varied experience in the matter of financing corporations, are often able to aid a customer in re-organization, in managerial set-up, in organizing and operating a budget, in planning merchandising campaigns and in solving distribution problems. Likewise there is available much information in the files of the investment, securities analysis and trust departments on corporations, securities, stock and bond issues, organization and re-organization plans and financial and business conditions. The modern bank is, in fact, a department store of finance, and has available for its customers many helpful services. These are always readily available to the customer, who, understanding the bank's point of view and responsibility, cooperates with his bank in its work of facilitating industry and commerce in the community.

## The Seal of Service

IN a true spirit of Rotary, I pledge my personal service to every guest of the Hotel McAlpin—and I assure you the most comfortable, care-free and pleasant visit to New York you have ever experienced.

Just wire, write or phone your reservations



Arthur L. Heg.  
Managing Director

**Hotel McAlpin**  
Broadway at 34th Street  
New York



Furs of the Better Grade

Theo. F. Siefert

1730 Chestnut St.  
Philadelphia, Pa.

## "GET ACQUAINTED"

—with—

**"ADCO" LUNCHEON  
BADGES**

Celluloid or Metal

**ADCRAFT MFG. CO.**

2448 W. 22nd St. - - CHICAGO

Write for Samples and Prices

You can be quickly cured, if you

## STAMMER

Send 10 cents for 288-page book on Stammering and Stuttering. "Its Cause and Cure." It tells how I cured myself after stammering 20 yrs.

B. N. BOGUE, 10410 Bogue Bldg.  
1147 N. Illinois St. Indianapolis

## THE SADLER INVESTMENT CO.

LEASES ROYALTIES STOCKS  
ALFALFA FARMS CITY PROPERTY  
P. O. Box 587 Artesia, N. M.

## Unusual Stories of Unusual Men

(Continued from page 29.)

ful calendars or prints of famous paintings none of them defaced by glaring advertising messages. The name "Porter Loring" appears so inconspicuously on them as to detract in no way from their beauty.

It would require too much space to recount all of Mr. Loring's advertising successes and it is best summed up, perhaps, in the criticism of an advertising expert who wrote:

"Porter Loring's advertising is particularly effective because it reflects the spirit of a man who loves his fellows and is not ashamed to show it.

"Mr. Loring distributes well-chosen souvenirs and novelties; he decorates the highways with artistic bulletins carrying messages about the beauty and charm of San Antonio—all of which is good commercial advertising for a funeral director.

"But his own personality is his biggest advertising asset. In all he does he is actuated by a desire to increase the world's supply of happiness—and such advertising pays dividends of satisfaction as well as business."

MR. Loring entered the funeral-directing profession 15 years ago using the savings of several years in a railroad office to purchase a small interest in one of the leading firms in San Antonio. He was never able to reconcile himself to the old methods which added artificially mournful trappings to life's saddest moments. He saw possibilities of a service which would lighten the burden of gloom rather than add to it; a service that would ease the grief of the bereaved. To put these ideas into effect it was necessary to embark in a business of his own, a difficult thing to do on the small capital available but which he nevertheless accomplished.

As a home for his business, Mr. Loring purchased an old stone mansion which stood in the business section. The Spanish type in architecture, it lent itself readily for remodeling into a picturesquely handsome business building which retains the atmosphere of welcome and refuge common to such old mansions. On the first floor is a beautiful chapel and reception room. Upstairs are Mr. Loring's private office and the general offices.

The chapel is a beautiful room decorated with several paintings including an Onderdonk original worth several thousand dollars. It is furnished in gray willow which blends with the tinted walls. Canary birds in willow cages lend a cheery note of song and the whole effect is such as to make the casual visitor forget the sad use to



*"Your Story in Picture Leaves Nothing Untold"*

**FOR YOUR CATALOG AND OTHER  
ADVERTISING MATTER**

**BARNES-CROSBY COMPANY**

E. W. HOUSER, PRES.  
ADVERTISING ART STUDIOS  
PHOTO-ENGRAVING SHOPS  
9-NORTH FRANKLIN ST. COR. MADISON ST.  
CHICAGO, ILL.

## Raise Money With These

Entertainments that have never failed to please and to exceed financial expectations.

Given exclusively for Rotary and other service clubs.

**WOMANLESS WEDDING REVIEW  
CLEMENTINE MILLER REVIEW  
CLEMENDELE FOLLIES**

Staged by members of the local club—each play using from 30 to 175 men attired as women—and after only four rehearsals.

Each of these plays is especially adapted for the fun of the older men, as well as the younger members—attractive developments of the "Powder And Wig Club" idea.

### **We Guarantee Receipts**

In our contract we guarantee that these plays, when produced in your town, will not bring you less than a specified sum. Use one of them to raise your budget for charitable and other club purposes.

*Write for Full Details*

**Miss Clementine Miller (author, director and owner of copyright)  
Headquarters—Lake Placid Club, Essex Co., New York**



### A Bell To Be Proud Of

Clubs who are the possessors of these handsome bells have cause to be proud. Such a thing lends distinction to any meeting place.

And aside from its beauty and charm is its utility—a gentle tap and its mellow voice reaches to every corner of the room.

Rotary Bell No. 29 is 11 inches high, finished in a gold bronze.

Complete with striker **\$25.00**

We carry a complete line of Rotary Emblem goods for all occasions.

**Geo. E. Fern**  
1252 ELM STREET  
Cincinnati, Ohio



### For Your Next Week-End Gift

send a box of  
"Osage Violets"

Then watch for results!

### A VIOLET WITH FRAGRANCE

Delivered to any point east of the Mississippi River  
Freshness Guaranteed

**A. G. SMITH & SONS**  
Growers  
Petersburg Virginia



### DISTINCTIVE

Hats  
Caps  
Hat  
Bands

Prices  
and sam-  
ples sent  
without  
obligation

GEMSCO, 692 Broadway, New York, N. Y.



**UNEQUALLED QUALITY BALLOONS**

**A BUSINESS & PLEASURE**

There is no more important source of advertising value than advertising balloons. They are everywhere, they are effective, they are cheap.

PRINTED AS DESIGNS  
**GOLD-SILVER**  
BALLOONS  
ANNIVERSARIES

**GOOD SUGGESTIONS**

How to increase sales or make entertainments (public or private) more enjoyable by use of Airo Balloons. Printed to suit the occasion including Rotary and other emblems.

Send for Catalog A and prices

603 THIRD AVE  
NEW YORK

which the room is dedicated. Even those who mourn cannot help feeling that an effort has been made to ease their burden of sorrow.

Moving into this business home, Mr. Loring discarded every artificiality that had been associated with his profession. He has never worn a black necktie or a long black frock coat. He dresses as would any other business man. His new hearse car was several years ahead of the times and bore none of the old-time distinguishing marks. He substituted beauty at the grave for the morbid crudeness of other days. In every way possible he stripped death of its sadness and his efforts were so quickly appreciated that others were compelled to follow in his steps thus exemplifying the fifth principle in the Rotary code of ethics.

Mr. Loring's work along these lines soon attracted attention throughout the profession and in 1923 he was one of 40 out of the 40,000 funeral directors in the United States called to meet in Cincinnati and formulate a code of ethics and standards of public relations. Later he was invited to become a member of the Association of Selected Morticians of which there are only 175 in the United States and membership in which is obtainable only on merit and by invitation. He is one of only three members from Texas and is chairman of the society's committee on advertising.

Mr. Loring was living Rotary before there was a Rotary club in San Antonio. He has carried the principles enunciated in the Rotary Code of Ethics out in letter and in spirit. His signal success is something to ponder

for the man who holds that "business is business" and takes his Code of Ethics with reservations.

Porter Loring has given not only the service due but has sought always to perform the extra thoughtful and kindly deed that transforms a commercial deal into a friend-making transaction. In all his personal contacts, Mr. Loring reveals the same kindly generosity and thoughtfulness and he is a leader and worker in every movement for the upbuilding of his home city. He is a generous contributor to charity, his sympathetic contact with suffering often finding deserving cases which he is able to bring to public notice with beneficial results. Recently the newspapers of the country displayed a lively interest in the case of the little Texas "grass girl," who was taken to a St. Louis hospital for an operation by a noted specialist for the removal of a grass blade from her lung where it was causing an abscess. Mr. Loring had discovered the child in a San Antonio hospital, enlisted the support of a newspaper and headed the contributions to a fund to pay her expenses.

Mr. Loring is a past president of the San Antonio Rotary Club, has held numerous offices in various civic organizations and has been honored both locally and nationally in his profession. He also is president of the San Antonio Advertising Club. His big hobby is the outdoors and he has a fine camp at Medina Lake, near San Antonio, where he spends much time the year round hunting, fishing, and motor-boating with congenial friends. Minor hobbies are pretty neckties and musical novelties of all kinds.

## A New Field of Service

(Continued from page 15.)

of progress and development. It is all a matter of human dynamics. It is all a matter of determining what should be done, and then of doing it in the most practical and business-like manner.

Vermont has not been frowned on by the gods. Indeed, she has in many ways received their most kindly indulgence. We have our acres of diamonds right here at home within the confines of this old commonwealth of ours, and when we are talking about boy's work, what better thing could we do for Vermont boys than to do our share in making this a state in which they may remain as men and find their opportunities for well doing and well being without having to go elsewhere, as so many of them do today? It is a question of finding our opportunities and of developing them. And, as I have said, there is no body of men that possesses the knowledge, the energy and the loyalty

to this beloved state in so great abundance as the members of Rotary.

This, then, is the challenge to, and opportunity of Rotary, to be true to its ideal of service, of service to Vermont. I have had to be brief, to be very brief, in my treatment of this subject, and I dislike to scrimp it for I hold it close to my heart. I believe it would be most encouraging, a message of hope, to the people of the state if they were to be told that Rotary, as an expression of its unselfish devotion to its ideal of service, were to formulate a state-wide program of helpfulness, and I know that many will join with me in the belief that, individually or collectively, we could not put our talents to better use than to do our part, individually and collectively, in assuring to our state a future in the new day as fruitful and great as was her past in the old days.



## Scalping the Superlatives

(Continued from page 22)

and women who know selling as it relates to the line which they handle—behind them reputable, prosperous, dignified manufacturing concerns which are national advertisers and which conduct their enterprises in a highly ethical manner. No wonder their representatives courteously ring the front door bell instead of briskly rapping at the kitchen door!

Taken by and large business is finding a high level. The grocer hesitates, as a rule, to put the big berries on the top of the basket; the clothing merchant does not tell the customer that it is all silk if it isn't. No longer does the patent-medicine maker promise that his Elixir of Life will cure lumbago, corns, whooping cough or what have you. No longer is our canned goods filled with preservatives that will pickle the most stout of digestive apparatus—gone are those days never to return. Some of this process of evolution has been due to better and wiser management urged on by public opinion; some has been due to sensible legislation; much has been due to the discovery that it pays.

Out of this process have grown new and better buying habits. Today the purchaser of miscellaneous goods knows that it is possible to enter a retail establishment, make a purchase and secure a branded product backed by a maker and a seller that guarantees quality and price. This holds true, regardless of the type or class of store where the purchase may be made. In no other country in the world is there such a wide variety of branded goods as in the stores of the United States—much of it backed by an unwritten, but holding, guarantee as to quality. Trade-marks are the heraldry of commerce and they each and all have a definite meaning to the consumer—as standard, many of them, as the dollar. Offhand I can name only a few items on sale in retail establishments that cannot be asked for by brand name or indicated by some distinctive trade-mark. Today it is even possible to ask for and get a trade-marked porterhouse steak!

It is no longer a high adventure to go into the market for apples or automobiles—in either instance the consumer is buying known values, trade-marked, stable—and reliable.

Business has, literally, discarded high-pressure methods—the high-pressure tires on our pleasure cars will soon be a thing of the past—low-pressure tires are here to stay—they are comfortable, easy-riding, shock-absorbing—and the “debunking” of business came when business discarded high-pressure tires for balloons.



### Imagine This Hotel In YOUR Town

Modern, even metropolitan in appointments and service, such a hotel brings fame and good will to any community.

Yet, such a hotel is possible in even the smaller cities—we've financed upward to a hundred the country over!

—not only possible, but capable of earning a satisfactory income on the investment.

Does your town need more modern hotel facilities? The FINANCIALIST, a monthly journal devoted to hotel finance, will be sent gratis. Ask to have your name placed on our complimentary Rotarian list “R-11”—there's no obligation entailed.

**The HOCKENBURY SYSTEM, Inc.**  
• Penn-Harris Trust Bldg •  
• HARRISBURG-PENNA

## The Spirit of Thanksgiving



With the season of Thanksgiving comes the feeling of gratitude for the joys of the year and pride in a work well done.

We are thankful for the opportunities that are afforded us to serve you and proud of the small part which we play in the splendid work you are doing.

And for the same reason we believe you will be glad to have a copy of our Rotary Specialties Catalog if you haven't one in your files. A card brings it.

**The Russell-Hampton Co.**  
“Everything a Club Needs”

39 W. ADAMS ST.  
CHICAGO, ILL.

VINTON BLDG.  
PORTLAND, ORE.



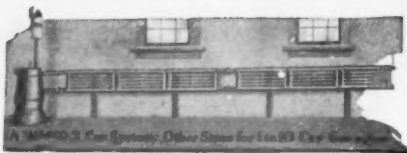
**C-R-S-M-S  
S-A-S—**

See page 48

Salt Lake City, Utah  
**HOTEL UTAH**

GEO. O. RELF, Gen. Mgr.

Rotary Club Luncheons held here Tuesdays,  
12:15. Visiting Rotarians Welcome.



## Drive In and Out of a Warm Garage All Winter

Save your car—save gas and oil. Enjoy the same comfort that thousands have had with their Wasco Systems for the past nine years. Because of the patented automatic regulation, no matter how cold the night, your garage is always warm—your car warm and dry, ready to start.

### WASCO—The Original Garage Heating System—Self-Regulating Heater and System All Built

You only put on a little coal once a day. You don't touch the drafts. Our automatic regulator saves on coal and prevents costly freeze-ups. All cast iron hot water heating system. Any handy man can set it up as all parts come cut-to-fit. Not connected to city water.

#### Write For New Low Prices—

Write today for catalog. Give size of garage and ask us for new low price. Wasco made in all sizes at reduced prices.

**W. A. SCHLEIT MFG. CO., Inc.**  
439 Eastwood Station, Syracuse, N. Y.

Prepare now and drive in comfort all winter.

**WASCO**  
GARAGE HEATING SYSTEM  
READY TO SET UP

Order Now for Prompt Delivery from Stock.

**WEBBING  
BUCKRAM  
FORD RUBBER  
COTTON GOODS**

Canvas Innersoling  
Burlap—Ducks—Cambrics  
Artificial Leather  
Bow Linings  
Enameled Muslin—Drills  
Ducks

**The Landers Brothers  
Company  
TOLEDO, OHIO**

## THE FLORIDA KEYS

Open the door to wealth,  
health and pleasure  
**ALL-KEYS REALTY CO.**  
KEY WEST, FLORIDA  
Licensed Abstractors and Brokers  
Confidential Investigations  
John L. McWhorter, General Manager

## How Rotary Shows Its Attendance Gains

An Attendance Chart, studded with Moore Colored Maptacks interests every member. Chart mailed to any address for 10 cents. Color Chart Free.

Moore Push-Pin Co., Phila., Pa.

## Electrical Manufacturers ATTENTION

Let Us Take Care of Your  
**PACIFIC COAST BUSINESS**  
Reference Furnished Covers Entire Coast  
**CARL E. NORD—THE NORD CO.**  
2718 Elliot Ave. Seattle, Washington

# The Toledo Experiment

(Continued from page 20)

to continue in school, and to aid and encourage those boys who have special aptitude for mechanical, clerical, or other lines of work to carry on such work in the schools as will fit them for their vocation. We have felt that indiscriminate and sentimental emphasis upon higher education for all, very often proves harmful to the individual boys concerned. We try to make good bricklayers out of those who have an aptitude in this line rather than poor professional men.

It has been the aim of the Rotary Boys Work Committee to go more and more into the preventive side of the problem. It is recognized that this can only be done by discovering the potential delinquent when he first gives evidences of his delinquent tendencies.

In the fulfillment of this aim, the co-operation of principals and teachers of the public-school system has been secured to the extent that they refer to us their problem cases in which there is a likelihood of more serious delinquent tendencies developing. Talks have been made to the principals in an attempt to enable them to recognize symptoms of maladjustment; for in the beginning of our work we found that the cases were coming to us too late, that is, after they had developed anti-social attitudes and habits to such a marked degree that they were very difficult to eradicate. It is with a view to preventing this that an attempt is made to get the potential delinquent when he first shows up in school.

## That Other Fellow

(Continued from page 26)

the ebullitions of temper. He can understand too the battle which you have to fight and helps to gird you for the conflict.

"It will do no good," he warns you, "to shed barrels and barrels of tears over your inconsistencies. You must choke the other fellow to death. A friend of mine who lived on an island in Puget Sound had a pet seal. He became exceedingly weary of the pat-pat of its feet and the flap-flap of its tail. To get rid of it he took it in a boat four miles across the bay and dropped it overboard. After spending a few hours at Seattle he returned home in a cheerful mood. He had displayed his human ingenuity in outwitting a seal. But on opening the door the seal was lying by the stove and flapped its tail upon the floor in hearty welcome."

"That may do with a seal," you reply, "but I have to contend against a fellow with whom chronic irascibility is the chief characteristic. Then he clings to me closer than a devil fish with his eight enormous arms."

"But the battle must be won," your friend urges. "To make your business prosper, to have any peace or comfort in life, you and that other fellow must have a terrific struggle. There must be no mercy shown, no quarter given. Savage tribes believe that when a man kills an enemy the strength of the foe passes into his own vitality. If you can add the virility of your obstrep-

erousness to the amiability of your kindness you may make a MAN."

"That is all very well for a man who never had any trouble, who never sweat blood in a terrific contest with his own self."

"Don't you fool yourself about other men. They also have their battles to fight. Last summer I went to the mountain with a number of friends for the week-end. While there we met a bunch of fellows from Seattle. We began to chaff each other about the name of the mountain, whether it should be Tacoma or Rainier. The discussion was getting lively when someone threw a snowball. Snowballing in July is fun alive and we were soon enjoying a jolly scrimmage. But as I raised up with a ball my ear caught a hard center-shot. I tried to keep my temper but I was stung. That other fellow cried in my burning ear, 'tit-for-tat.'

"He rushed me over to a little hill, which sloped more sharply to the south, to get some wetter snow. My feet had scarcely touched the slippery ground before they flew out from under me. The way I went down that hill lickety-split! Over the bumps I bounded till just at the snow line I catapulted over a slight rise and landed in a pool of muddy water. The titter of that whole crowd during dinner shamed me back into sensibility."

"What further help did you have in overcoming that other fellow?"

"Three sons and two daughters."

## The Voter

(Continued from page 30)

measures through the exercise of the ballot expresses the average intelligence of the people, or whether public opinion is accurately reflected. It may be that the voting minority includes a larger percentage of the uneducated and a relatively smaller percentage of the intelligent educated citizenship.

The war of American independence was a frightful struggle in its expenditure of blood and treasure, to establish the governmental principle that governments derive their just powers from the consent of the governed and to establish the constitutional guarantees of freedom of speech and of the press, freedom of religious worship, the right of trial by jury and equality before the law, and the people have at all times, during the last 138 years, been very jealous of all these constitutional guarantees. Any attempt on the part of the government to take any of them from the people would result in revolution.

The people are equally jealous of the ballot and any attempt to curtail participation in the elections would have an immediate reaction on the part of all the people, and yet that right which has been so freely guaranteed and which is so universal in its application, seems to be so little appreciated that our elections are for the most part controlled by organized minorities.

**PRACTICALLY** every state in the Union has constitutional guarantees of an efficient system of public schools. It has been ascertained that more than a billion and a half dollars are expended each year at the hands of our public schools and this does not take into account enormous sums which are spent by the colleges and universities of higher learning.

One of the reasons for the expenditure of such large sums of money is found in the need of an educated, enlightened citizenship, if popular government is to be permanent. However, we cannot avoid the fear that the people do not appreciate the importance of education and enlightenment in popular government, neither do they appreciate the enormous sums of money which are expended for public education, and further there may be some doubt as to whether governmental agencies are justified in expending enormous sums raised by taxation upon the property of the people in educating them for participation in government, when they are so indifferent to its exercise.

We sometimes hear that people refuse to take part in our elections because politics has become corrupt and because politics in both parties are in many localities under domination of political bosses. The answer to this proposition is, that bosses could not exist for a day in any locality where all the people would go to the polls and vote intelligently. It is only because of the indifference on the part of the majority, and the opportunity thereby afforded to the minority to carry on their propaganda by organization, that bosses are able to live.

Voters sometimes stay at home because they are not informed upon the issues to be decided by their votes. It may be admitted that there is not much to be gained by voting blindly, but it is certainly not more difficult for those who stay at home to become informed upon political issues than for those who actually go to the polls. Close students of this subject are convinced that the better educated classes are the ones who are staying away from the polls, and the poorly educated are those who are more attentive to that duty.

Civic luncheon clubs have been rendering a splendid service for many years in bringing the rank and file of citizenship into closer touch with public officials and in closer relations with government. They have produced a better spirit of harmony among the people and of loyalty on the part of the people toward society. They have been a strong factor in educating the people in public affairs and in building a more ideal citizenship. All this of course will be in large part in vain unless that improved spirit of co-operation shall find expression in the only manner in which it is possible to give it expression by making the influence of their members felt in our general elections.

Civic luncheon clubs are the strongest factor in American life today in promoting sound public opinion, and those clubs are now standing together in a great forward movement to bring about greater participation in our elections. This movement has started in the city of Columbus, Ohio, through an action of the council of luncheon clubs and they have indorsed a movement whereby all clubs are called upon, not only to secure full participation on the part of their own members, but they have issued a clarion call to all other organizations, civil and religious as well as political, to join in the movement for a full vote at the general election to be held on the 3d day of November, 1925.

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**THE NATIONAL, STATE, AND LOCAL TUBERCULOSIS ASSOCIATIONS  
OF THE UNITED STATES**

## The Dubuque Idea

(Continued from page 24)

that he would be accorded a better hearing than any of the other members. What kind of a talk he would make was a question, for he had never spoken before an audience; but we trusted him fully—and our trust was not in vain.

Some of you who are reading this article have heard him speak at district conferences or at similar meetings, and more of you have read his articles in *THE ROTARIAN*. He has the faculty of not talking over the heads of his audience, but of talking his way into their hearts; and in his maiden speech he succeeded in convincing our guests that the one idea behind the meeting was to sell friendship, and that there can be no friendship until after there is acquaintanceship.

The meeting broke up with "The Close of a Perfect Day," and *everybody* sang.

We held two more meetings in the county that fall, two the next year, and last year our inability to secure halls limited the number to one.

\* \* \* \* \*

**WHAT** have we accomplished?

Rome was not built in a day, and to say that we have done away with all the old rancor would be untrue. But we have buried the hatchet more or less; we have made friends and acquaintances throughout the country; we have convinced our farmer friends that we are sincere and have no axe to grind in these meetings. Various farm organizations are now holding their meetings in the Chamber of Commerce, they are willing to attend Rotary meetings occasionally, and the same Fred Kammiller who was supposed to have sold out his farmer friends for a membership in Rotary is now introduced at their meetings as a farmer, a member of the Farm Bureau, a Rotarian, and a member of the Chamber of Commerce. They look upon him as their representative in those organizations. And while at the first meeting some fifty club members had to sit down to supper without a guest, at our last meeting we were embarrassed by having a turnout so large that some thirty farmers had no individual host from the city.

And one of the younger farmers, leaving a Get-Together Meeting, was heard to remark to a friend: "I feel as though I could shake hands with my worst enemy now." Isn't that worth working for?

\* \* \* \* \*

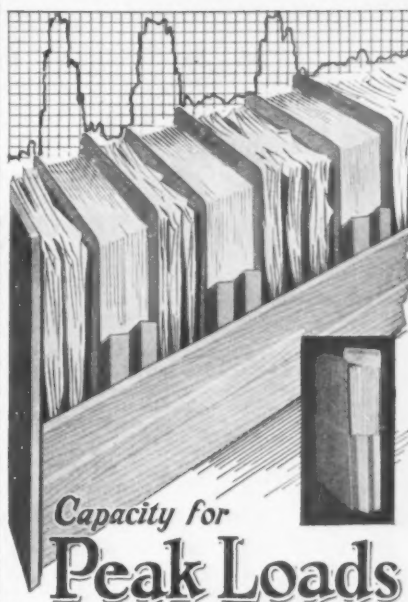
It will take time for the leaven to work through the community, but we

are convinced that the effort pays. We are continuing the work this year, and expect to do so year after year. We are richer in friends. We realize that when there are differences in opinion to be ironed out the first thing we must do is to get the other fellow's viewpoint, then to learn the points wherein we agree, and the rest will be a matter for compromise. We are searching for the other side's ideas, and to find out the things we all agree on. Then, with friendship, the rest will come easily.

There are two points where our program is weak. First, we are confining our efforts to the short time in the fall when roads are good and when the farmer has a rest between threshing and silo-filling. The Farm Bureau has twenty-five or thirty township organizations that hold social meetings throughout the county at least monthly, and we should have three or four members present at each of these meetings. Uniting with the other service clubs, it would mean each man devoting one evening in ten weeks to the making of friends—which should not be too much to ask of a Rotarian. And second, we should have some sort of a follow-up system. Practically every farmer guest has asked his host to "drive out some Sunday and see me—and bring your family along." Far too few of these invitations have been accepted!

Once the ice is broken, the most difficult thing is to provide interesting programs. We find that boxing, wrestling, music, community singing, all take well. Some local farmer should speak, the County Agent should give an address, and one interesting speaker who will not talk over the heads of his audience should make a selling talk on friendship of not over twenty minutes. Don't try to tell the farmer his own business, and don't have the meeting last too late—remember the cows will have to be milked at sunrise.

In this section of the country the meetings should be held within doors. Many a country church is provided with a good hall and a kitchen, and with a mortgage that the women will work their heads off to reduce. Don't get the idea that you are giving the farmer a meal, for he is providing the raw food and his wife and daughters are doing the work of preparing and serving it. Incidentally, they stay to



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hear the program, and they enjoy it as much as the men do.

It is hard, slow work; and the results are not apparent at once. But it feels good, when you stop at some strange farmhouse to fill the radiator, to be greeted with a "Hello, Mr. Brown! Guess you don't remember me. I met you at that meeting at Sherrill's two years ago"; and when leaving to be asked, "When are you going to pull off another of those Get-Together meetings? Don't leave me out when you do."

Five years ago that could not have occurred.

## Is There Anything Wrong With Rotary?

(Continued from page 7)

From a different standpoint, here is another criticism I have come across in the writings of a psychologist, Everett Dean Martin, for whom I have great respect. He is lecturing on Public Opinion:

Public opinion has to do with those automatic forms of thought and behavior which are imposed upon us from without. \* \* \* Public opinion is often merely class opinion. It is not the result of private judgment. There is a public opinion among certain business men with respect to organized labor which is not the result of private judgment. In the average Rotary Club, Chamber of Commerce, or advertising men's organization there is an amazing unanimity about the alleged aims and ideals of labor. The arguments are always the same, if arguments they can be called. "Unions mean inefficiency." "walking delegates are a'ways calling unwilling and loyal working men out on strike." "organized labor is only another form of socialism and socialism means dividing up," etc.

Personally I think Martin is here a victim of the type of Public Opinion which he declaims against, in applying this characterization so glibly to Rotary Clubs as a whole, without, I imagine, any private judgment on the matter. But it is exactly the prevalence of such thoughts which this article is to discuss.

Some time in March, 1925, this item appeared in the Springfield (Mass.) Union:

Postmaster Kaynor Defends Kiwanians  
Refutes statement by Rabbi Wise calling club selfish association . . . At the recent No More War conference of women held at Washington, Rabbi Stephen S. Wise declared the Kiwanis and Rotary clubs to be nothing more than luncheon clubs interested only in their petty business associations.

This is a typical example of the manner in which an idea about the Rotary Club becomes generally accepted. The

(Continued on page 52)

## REASONABLE RELIGION

by Charles Henry Mackintosh

Dedicated to the Mother-Club of International Rotary in appreciation of the enthusiastic reception given to AN OUTLINE OF THE BOOK when presented, in the form of a LECTURE, to the Rotary Club of Chicago on Sept. 15th, 1925.

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For each such article accepted and published THE ROTARIAN will pay to the club or to the individual sending the article, \$100 or such other amount as the article may merit.

This is not a prize contest but an offer to pay for what is wanted. The Editors reserve the right to accept or reject any article submitted.

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Articles should not be more than 2,500 words in length.

They must be typewritten (double-spaced) on one side of the sheet only.

Photographs, sketches, diagrams, etc., which will illustrate or make clearer the text of the article will be welcomed.

Inscribe at the top of the first sheet: Club Activity Feature Article for The Rotarian, submitted by.....

Be sure to indicate whether the article is submitted by the club or by an individual, that is to say, whether the compensation is to be made to a club or to an individual.

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221 E. 20th Street  
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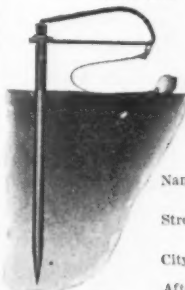
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W. G. Hartung, Pres.

(Continued from page 50)

women at Washington from all over the country heard Rabbi Wise. They did not see Postmaster Kaynor's refutation. Rabbi Wise, I understand, was a speaker at the Toronto Rotary Convention. Either he is not sincere, or that formal expression of Rotary at Toronto did not impress him very favorably.

A little later this spring Clarence Darrow lent his newspaper-publicity value to an even more rabid statement. He and Scott Nearing were debating in Boston on some such subject as "The Optimist." A newspaper reported Darrow as follows:

Mr. Darrow opened his argument for the negative by lashing the optimists. "I know some optimists," he said, "and you will find them in the Chambers of Commerce. They know life is worth while, and the reason they know is because they can get money. You will find optimists in the Rotary Clubs singing songs and listening to fool speeches about nothing. You will find them in the Lions Club; here they roar about money. You will find them in the Kiwanis Club, and wherever they are gathered together a body of 100 per cent Americans, you will find them boasting and lying and stealing. Their sole interest is in getting rich and anything may be used for that purpose.

Right in line with this petty business and acquisitive conception of Rotary is the following occurrence. Only a short time ago two clients of mine were talking about luncheon clubs. One said, "All these clubs, Rotary and the like, while professing exclusive interest in Service, act on the principle of using membership in order to get the dollar out of other members more easily." And the other succinctly backed him up with, "You'll never find purchasing agents members of Rotary very long!"

Mr. Duncan Aikman in the April, 1925, *Harpers* says there is a dangerous impulse rampant in America. "This impulse," in his opinion, "explains the epidemic spread of Rotary and Kiwanis clubs and their increasingly sickly imitative organizations, with their ostentatious rituals of sentimental pledges and patriotism, their boisterous exhibitions of forced good-fellowship; their eternal prattle about—and goody-goody performances of—service."

One more quotation: This I find in the December, 1924 issue of *The Bookman*. The editor is being called to task for some reference he had previously made about the "American tradition" in literature:

An angry letter pursued us from one of the most brilliant women of a large town, who reads the modern reviews, we suspect, and is probably a social leader. "What do you mean by the American tradition?" she writes, and proceeds in all seriousness: "Does not everything typically American stand for all that is ugly and vulgar? Does it not destroy beauty? Hasn't it created our Rotary Clubs, our ugly buildings"—and she goes on. Who can blame her? Is she not inspired by some of our most eagerly read leaders of opinion?

You will not, I am sure, misunderstand my reference to all these items. We receive enough praise of Rotary

within our own circle of fellowship. Nothing is gained by blinking the facts. Much can be gained by taking stock of ourselves. Our own individual conviction of the true worth of Rotary is proof against the sting of unwarranted criticism. As you will appreciate as I continue, I am not at all disturbed by what others think of Rotary as long as their uncomplimentary thoughts are not based on any undesirable facts of Rotary influence and actions.

However, Rotarians are obviously not all perfect, nor greatly different from other human beings. Consequently these widespread ideas of Rotary are doubtless unfortunately based partly on the truth and only partly on misconceptions. So far as they are based on the truth, we certainly should concern ourselves with the remedy.

AT one time I was a member of the publicity committee of our local club. We were charged, I believe, with telling our part of the world how good Rotary was and what valuable things we as a club were doing. But in my opinion, any work of a publicity nature to combat misconception is unnecessary, unwise, and insincere for such a non-commercial organization as Rotary—and in fact, the purpose of any such publicity is by way of being accomplished automatically I think, if Rotary and its members become in truth what we profess to be—if whatever undesirable facts on which uncomplimentary ideas may be based, are corrected.

If you consider the criticism of Rotary implicit or explicit in all the above quotations, three points of view will, I think, become evident.

Primarily I imagine, Rotary is used by many non-members as an adjective of ridicule or dissatisfaction because it is a convenient label. I have seen the word "moron" defined as "any person who does not agree with one's own ideas"—so "Rotarian" is applied in a derogatory sense by some people to others who represent opposition.

First is the opposition which the underprivileged or so-called radical feels toward the well-to-do. These people see Rotary as a group of the typical, conservative standpatters of capitalism, business, and the professions. Frankly, I do not see why any Rotarian need concern himself greatly on this account, beyond seeing that his own and his club's actions and influence is fair. The Rotary ideal as such is really not the object of this criticism. It really involves the members of Rotary only as parts of a still larger class. A Rotarian has the same responsibility everyone else has, among the class of the "haves" in contrast to the "have nots," to see that the living, social and earning conditions and the frictions resulting from them are illuminated by a square deal and by thorough-going education. Ro-

tary undoubtedly will continue to be the convenient butt of this kind of criticism, because it is based on our membership qualifications. This is a fact of course which I cannot urge changing unless I am willing to urge a complete revision of the fundamental characteristics of the Rotary Club. There is nothing wrong nor undesirable in the organization of representative business and professional men into a club.

The second kind of opposition originates with the intellectual. I do not use that term as a slur. I really am convinced that some of the finest minds among the leading writers, psychologists, publicists, and educators of our time are in the habit of referring to the Rotarian as an example of the conventional minded, rather vulgar and more or less stupid business man—a Babbitt, in other words. Mencken and Sinclair Lewis have had a great deal to do with starting this practice. But in general I am sure this sort of abuse of Rotary is thoughtless rather than the result of analysis and conviction.

**UNDOUBTEDLY** Rotary has plenty of the Babbitt type in its membership, but it is not an exclusive Rotary feature. As Lorimer of the *Post* pointed out, there are Babbitts a-plenty among the critics of Rotary, and all through society in general. Here again a Rotarian need not in my opinion particularly concern himself as a Rotarian—but merely as an individual. He should see that he conducts himself by the rule of reason—liberal and untrammelled—rather than by the rule of the crowd, or too much by the conventions and by one's emotions. Likewise the individual and through the individual, the Rotary Club, can well see to it that their influences encourage the development of real merit, skill, genius and educational ambition wherever and however these qualities evidence themselves.

In the conduct of a Rotary Club, may I say in passing, it seems to me a duty of its officers not to let the club's activities consist mainly of merely good-fellowship, hail-fellow-well-met and emotion-inspirational activities. While this spirit should be present in normal proportions, too much of it invites the Babbitts, and tends to lend justification to this second type of Rotary criticism.

But there are intellectuals who as a result of careful and honest analysis of movements like Rotary, feel called upon to oppose them on philosophical and social grounds. They conceive Rotary as a manifestation of the ever-present temptation of men to impose reform upon the rest of the world by wholesale. They have no patience with the fallacious and abortive purpose implicit in Rotary, as they see it, to bring the millennium by forcing from

the outside an abstract idea of service upon one group by another, intrinsically no better. If that is the purpose of Rotary—and it must be admitted that many of our luncheon speakers indicate that it is—then Rotary is wrong and the philosopher unquestionably right. But as a matter of fact what can be said with reference to this fundamental criticism of Rotary can also be said with reference to the third main objection to Rotary, which follows.

The third kind of opposition to Rotary is to my mind the most important and unfortunate. People outside of Rotary feel that its members consider themselves superior, merely because they are Rotarians. They look upon the Rotarian as a self-appointed up-lifter. This is true of a certain general public opinion of the Rotary movement as a whole. It is no less true in individual localities where the same thought appears in various other clubs with reference to their local Rotary club, and particularly in the thoughts of individuals toward individual Rotarians.

The reason for this feeling is obvious. The Rotary Club sponsors the idea of Service. Its fundamental seems to most people an attempt to say, "Watch us—we are good—we'll show the world how to do things right!" Well, you know the kind of a reaction that will always arouse. It is sharpened by what to many people seems to be hypocrisy in our slogan "He profits most, etc."

The question is how to correct this situation. It can't be done quickly. It cannot be done by attempting to change outside opinion merely. It must be done by changing ourselves, letting the inevitable result on outside opinion of Rotary take care of itself.

**YOU** will find nowhere in the six objects of Rotary anything that instructs Rotary Clubs to go out as crusaders for public good. I commend these objects to your careful analysis. Here they are:

To encourage and foster:

1. The ideal of Service as the basis of all worthy enterprise.
2. High ethical standards, in business and professions.
3. The application of the ideal of Service by every Rotarian to his personal, business, and community life.
4. The development of acquaintance as an opportunity for service.
5. The recognition of the worthiness of all useful occupations and the dignifying by each Rotarian of his occupation as an opportunity to serve society.
6. The advancement of understanding, good will, and international peace through a world-fellowship of business and professional men united in the Rotary ideal of Service.

To my mind these objects should be interpreted as putting Rotary activities and ideals primarily in business, but also in civic and personal relations—not as an organization, but through the individual member. Rotary influ-



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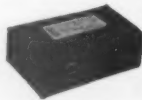
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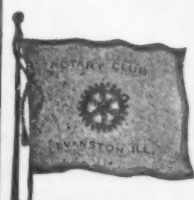
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ence is supposed to have its primary effect upon the individual member. Men are supposed to join Rotary because individually they may draw inspiration from it. And they are asked to join because it is believed they can give some measure of inspiration to other members. This inspiration will in turn evidence itself in all the activities of the individual members, particularly in their businesses and professions. The ideal of service is not to be labelled a Rotary property and promulgated everywhere by Rotary propaganda. It is by no means exclusive to Rotary. Service is not in any important sense a name or policy. It is action. And that action should primarily be an individual characteristic in one's regular duties and contacts. Rotary, I am convinced, should concern itself with informing and inspiring its own individual members.

Let me add what weight I can therefore in support of the first two alternative programs for Rotary expressed on the "Editorial Comment" page of THE ROTARIAN for June. I quote:

There are two different programs advocated in Rotary. One of them should be eliminated.

The second is that of a militant Rotary organization, making itself felt in politics as Rotary. The first is outlined as follows:

There are those who hold that Rotary is a training center, a clearing house, and inspiration fountain for good citizenship. Hence a Rotarian goes the limit in doing his duty as a citizen. He thinks, talks, he votes, he influences legislation, he selects candidates for office and campaigns for them, and he himself even accepts nomination for public office. But none of these things does he do in the name of Rotary or as a Rotarian. He does them as a citizen who may have gotten from Rotary his inspiration and encouragement to be a good citizen.

I would extend the thought of Rotary as a "training center and fountain of inspiration" for the individual, into every field of individual human activities, not alone to that of civics and good government. I am opposed to public action by the Rotary Club as an organization. Its influence should be made effective anonymously through its individual members.

ONE practical working out of this policy in the management of a Rotary Club should lead soundly I believe to something quite removed from the annual competition by succeeding administrations to exceed their predecessors in some public demonstration of Rotary Club service. Rotarians have indicated to me that they sometimes catch a sense of concern on the part of their directors which might be expressed thus: "Last year President Jim put over a municipal orchestra. The year before President Tom built a boys' club dining-hall as his outstanding achievement. The year before, it was something else for which the Rotary Club received public notice. What, oh what,

can we do this year that will beat them all?"

That way, in my opinion, lies the disintegration of the club or utter failure to inspire its membership with Rotary principles. It is far better, it seems to me, that a Rotary Club as such do nothing to gain public recognition, but that its members be inspired to do enthusiastic and effective service as individuals in the existing agencies for betterment such as the Community Chest, the church, and in civic and business affairs.

\*\*\*\*\*

Is it not a startling fact that the ideal of service for which Rotary stands, should have been used as the basic theory of Karl Marx, the Socialists and the communists, who are anathema to the average Rotarian, and who are bitter opponents of the Rotary organization?

Nicholas Murray Butler, president of Columbia University, showed the truth of the statement I have just presented, in a speech before the Republican State Editorial Association of Indianapolis, February, 1924:

The movement against the democratic system had to find an idea, a theory on which to rest if it was to make progress. That theory was provided by the eloquent teachers and preachers of the doctrine of communism who arose, particularly in England and France about the middle of the nineteenth century, and who reached their climax when Karl Marx published the first volume of his book "Das Kapital," something more than a half century ago. These preachers and teachers got hold of a half truth, and they made the most of it. That half truth is that man's conduct should not be directed at selfish ends, but at ends of service to his fellows. The really moral and well-balanced individual is not guided or driven by sheer selfishness, but rather by zeal for service to his kind. The preachers and teachers of communism interpreted this to mean that individual initiative, individual enterprise, individual thrift, individual accumulation, must be hampered, harassed or prevented entirely in order that the individual might be compelled by force of the controlling mass to subordinate himself to the mass. This is the profoundly immoral teaching which we are asked to substitute for the principle of democracy. Instead of calling upon the individual to do the best he can with his powers, to rise in the scale of life, to increasingly fit himself to be of service and use to his fellows, we are asked to accept a system by which the mass crushes the individual until he is but a part of its shapeless self. (Italics are mine.)

To me, Rotary's highest purpose is increasingly to fit its members individually to be of service, and not tempt them to throw the burden upon the organization, as an easy way out of the duty which is primarily individual. Butler shows the danger of the extreme application of the service principle.

J. E. House, who conducts a column in the New York Evening Post, wrote as follows, February, 1925, about the cause of the epidemic of thievery now current. He says "Its taproot goes down to the theory inculcated by the do-gooders and public-wealers, that somebody, preferably the government, should do something for everybody."

Every Dean Martin in discussing the Group Mind says this:

The concept of the group mind leads us to forget, when discussing the evils of the social environment, that we are each one of us environment as well as the individual who must adjust himself to the environment. We say that the individual is a product of his environment. Yet that same individual is a part of his neighbor's environment. To improve the environment, therefore, we must improve ourselves. Yet we all have a habit of speaking of the social environment as if we were not a part of it. This leads us to the notion that we may improve society by tampering with some mysterious thing which is not ourselves. To improve society we must improve our own habits. We live in a day, however, in which it is fashionable to try to improve society by legal regulation of the group as a whole. We do not wait until we may persuade and convince. We do not even wait until we have ourselves formed desirable habits. We seek by legislative machinery to force reforms upon our neighbors, without their consent, oftentimes without any intention of obeying such legislative decrees ourselves. \* \* \* The path of freedom for every man, as well as his greatest opportunity for social service is to learn to think and act clearly, calmly, courageously, alone.

Glenn Frank, now president of the University of Wisconsin, and formerly editor of the *Century*, wrote this in an editorial entitled, "A Reform to End Reforms":

In our earnest and honest efforts to be public-spirited we fritter away on all sorts of uplift movements creative energies that would bring far greater benefit to society if we turned their full force into better performance of the jobs out of which we are getting our bread and butter.

THERE is a quotation from Shakespeare which might be pondered in this connection:

"To thine own self be true  
And it must follow, as the night the day,  
Thou canst not then be false to any man."

In his inaugural address last March, Calvin Coolidge said: "Our program is never to oppress, but always to assist. But there is a very definite point beyond which we cannot go. We can only help those who help themselves."

I considered that at the time a statement of the importance of individual initiative and self-development. Coolidge's speech Memorial Day elaborates the thought in a way every Rotarian and every Rotary Club might well remember:

Before we attempt to set ourselves up as exponents of universal reform, it would be wise to remember that progress is of slow growth, and also to remember that moderation, patience, forbearance, and charity are virtues in their own right. The only action which can be effective in the long run is that which helps others to help themselves. Before we assume too great responsibilities in the governing of others, it would be the part of wisdom very completely to discharge our responsibilities for governing ourselves. A large amount of work has to be done at home before we can start in on our neighbors.

Let me quote again from Glenn Frank's editorial:

Minding one's own business is almost a lost art, as L. P. Jacks points out in a recent essay. The "model citizen" of the twentieth century is the man who minds other people's business. This is the age of the uplifter. An uplifter is frequently a

man who has misread the Golden Rule; a man who has interpreted the Golden Rule as a roving commission to busy-bodies, as a personal command to him to regulate the life of his neighbor and of his nation. But the Golden Rule is not a roving commission to busy-bodies; it is the supreme command for us to mind our own business. \* \* \* The one thing most of us would most like to have "others do unto us" is to let us alone. It is becoming in us therefore to let others alone in the normal run of human affairs. \* \* \* But, insists the devotee of public spirit, if a man simply minds his own business, will he not become a selfish man, indifferent to the needs of his fellow-men, and neglectful of those good works we call social service? \* \* \* Minding one's own business is in itself the supreme social service. Why are business reforms ever necessary? Because some business men have not minded their own business as they should. Why are political reforms ever necessary? Because some politicians have not minded their own business as they should. Because somebody somewhere has given less than his best to his profession or to his business. \* \* \* The private businesses of the world are better instruments of social service than the public movements of the world.

To conclude, I am sincerely convinced that the best service of Rotary is its concentration upon the development of its individual members, rather than widespread and especially manufactured service activities upon non-members.

I do not decry the value of crippled children's work, or boys' club work, and similar activities. I merely maintain that in my opinion those activities are not the fundamental functions of a Rotary Club. Please do not understand that I am opposed to philanthropic and charitable activities in general. But I do think there is room for more intelligence and less emotion; more unselfishness and less of the "holier than thou" attitude in their procedure.

I maintain that as we improve ourselves, the natural and healthful result will be that everything we contact with individually will also benefit. To act on this principle I believe is the finest expression of the true Rotary spirit.

NOT "Service above self," but service as a result of fitting oneself best to render it—throughout all our normal, day by day, relations.

The answer to my title question "Is anything wrong with Rotary" is NO. Whatever undesirable there may be is in the interpretation and mistaken application of the Rotary idea. And that is distinctly a responsibility each one of us must shoulder for himself.

The writer of some verses in an Ohio newspaper, after complaining of the failure of the millenium to arrive in spite of the efforts of "many scores of dreamers, poets, orators and schemers," concludes as follows:

"And so I hold it is not treason

To advance a simple reason

For the sorry lack of progress we decry.

It is this: instead of working

On himself, each man is shirking,

And trying to reform some other guy."



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The monthly magazine of the Rotary Clubs in Great Britain and Ireland, where there are now approximately 200 clubs.

### La Nota Rotaria and Rotary

Two excellent publications in the Spanish language. La Nota Rotaria is the publication of the clubs in Cuba and Rotary is the publication of the clubs in Spain.

### Il Rotary

This is the publication of the Rotary clubs in Italy, and for any one reading Italian, this will prove to be a very interesting publication.

### Les Rotary Clubs de France

The publication of the Rotary clubs in the Republic of France and a magazine which will be found very interesting to those who are able to read French.

Many Rotarians have children who as part of their school work are studying French, Spanish or Italian. Why not subscribe for one or more of these publications and have the younger members of the family read it and translate it to you?

### Exchange of International Courtesies!

While THE ROTARIAN is particularly the magazine of the Rotary Clubs in the United States, Canada and Newfoundland, there are many Rotarians in all the other 25 countries of Rotary who are subscribers to THE ROTARIAN. It would be a fine international courtesy for many Americans, Canadians or Newfoundlanders to subscribe to these other magazines.

Subscriptions may be sent to International Headquarters whence they will be forwarded to the respective offices of these publications.

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## Just Among Ourselves—

—And Who's Who in This Number

WHEN crisp cool days set the American athletes to chasing the elusive pigskin all over the gridiron there is a corresponding activity in business circles. That makes October a very good month for American Rotary to hold its district executives conferences, and the meetings just held have been record-breakers from both the stand-



Walter Eckersall, author of "Football: Yesterday and Today"

point of worth-while discussion and attendance.

\* \* \* \* \*

A meeting of the International Board is scheduled for the latter part of October. Director T. C. Thomsen was expected to make the trip from Copenhagen, Denmark, and it was hoped that Director A. F. Graves would be able to come from Brighton, England.

\* \* \* \* \*

Secretary Chesley R. Perry will leave Chicago early in November for Europe. During his six weeks' trip he will visit the headquarters of R. I. B. I. in London and the branch secretariat at Zurich, and preside at the International meeting of club presidents and secretaries to be held in Brussels.

\* \* \* \* \*

### WHO'S WHO—Among Our Contributors

Sherman Ripley, whose poem "November" is used on the frontispiece page, lives in Hartford, Conn., and writes colorful verse for many American magazines.

C. H. E. Boardman was governor of the Eleventh Rotary District last year. He is an attorney and lives in Marshalltown Iowa. His editorial tells what he believes most essential to a happy and useful career.

Leslie Gordon Barnard is a native of Montreal, and served three years as a lieutenant with the Canadian Y. M. C. A. overseas. Fiction was a boyhood hobby with him and he developed it for the service of some thirty periodicals in England, Canada, and the United States. This is the second of two stories which he has written for THE ROTARIAN—the first appeared last month.

Walter Eckersall was quarterback on University of Chicago team from 1903-1906 and has the distinction of being the only Westerner to get a place on Walter Camp's All-American team for three years running. He also played baseball and went in for track. Since then he has officiated at football games from coast to coast, and has been on the staff of the Chicago Tribune for eighteen years.

Harry E. Martin is on the staff of the Guardian Trust Company at Cleveland, a post which enables him to interpret banking service to depositors.

Herbert D. Williams is the psychologist for the Juvenile Adjustment Agency—a project sponsored by Rotarians and educational authorities of Toledo, Ohio.

Harry Botsford has contributed several business articles to this magazine. This time he is concerned with the "debunking" of business.

Walter G. Hurd is a member of the agricultural committee of Dubuque Rotary, and finds that a knowledge of chicken feeds, incubators, etc., helps one's acquaintance with farmers.

George Innis is a Tacoma, Washington, physician who knows how to prescribe for some moral ills as well as physical ones.

Carrington T. Marshall lives at Zanesville, Ohio, where he practiced law after securing his L.L.B. degree from Cincinnati University in 1892. He has been chief justice of the Supreme Court of Ohio since 1921 and is president of the Civitan clubs.

Bert J. McLean was born in Cheboygan, Michigan. After learning the intricacies of marine engines, on the Great Lakes, he eventually drifted into newspaper work. He has been active in San Antonio Rotary.



Arthur E. Hobbs, author of "Is There Anything Wrong with Rotary?"

John T. Cushing is vice-president of the company controlling the St. Albans, Vt., Messenger.

Arthur E. Hobbs is an advertising man of Springfield Mass. who has been studying various criticisms of Rotary to see if they are well founded.





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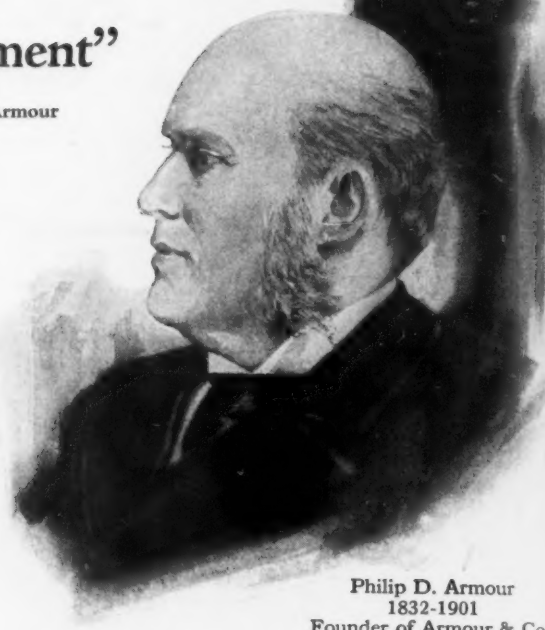
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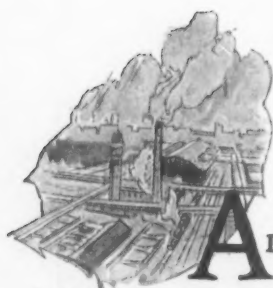


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